

Pengaruh consumer involvement terhadap perceived relational benefits konsumen pada tiga kategori service = The influence of consumer involvement toward perceived relational benefits in three categories of services / Husni Mubarak

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah kategori service yang dibagi ke dalam tiga kategori berdasarkan level interaksi (high contact and customized service, moderate contact non personal, dan moderate contact standardize) mempengaruhi nilai personal involvement dan perceived relational benefits konsumen, hingga akhirnya berpengaruh pada relational response behavior. Untuk menguji hipotesis pada penelitian ini, penulis membaginya menjadi empat analisa, (1) analisa perbedaan nilai personal involvement pada ketiga jenis kategori service, (2) analisa perbedaan nilai perceived relational benefits pada tiga kategori service, (3) analisa hubungan antara personal involvement dengan perceived relational benefits, (4) analisa hubungan antara perceived relational benefits dengan relational response behavior. Keempat analisa tersebut menggunakan analisis perbedaan (ANOVA dan MANOVA) serta analisa Structural Equation Modeling (SEM). Analisa ANOVA dan MANOVA diolah menggunakan SPSS 16.00, sedangkan analisa Structural Equation Modeling (SEM) diolah menggunakan smart PLS 2.0.

Hipotesis pada penelitian ini seluruhnya terbukti dan memperkuat hasil temuan penelitian sebelumnya yang telah dilakukan oleh Gwinner (1998) dan Kinard & Capella (2006), bahwa service provider dengan tingkat interaksi yang tinggi antara konsumen dengan penyedia jasa layanan, akan memiliki nilai personal involvement dan perceived relational benefits yang tinggi, dan akhirnya berpengaruh pada perilaku konsumen atau relational response behavior yang semakin loyal terhadap perusahaan. Sehingga untuk service provider yang termasuk ke dalam kategori moderate contact non personal dan moderate contact standardize sebaiknya mengetahui lebih dalam tentang kebutuhan, harapan, serta nilai yang diinginkan oleh konsumen, karena hal ini nantinya dapat memunculkan personal involvement pada diri konsumen terhadap perusahaan, hingga konsumen menginginkan terciptanya hubungan antara dirinya dengan service provider, hal ini tentunya menguntungkan perusahaan karena setelah konsumen tersebut menginginkan adanya hubungan yang baik, konsumen akan menjadi loyal terhadap jasa layanan perusahaan.

ABSTRACT

This study aims to determine whether the type of service providers that are divided into three categories of service (high contact and customized service, moderate non-personal contact, standardize and moderate contact) affect the value of personal involvement and perceived service benefits the consumer, finally the relational response behavior. The hypothesis in this study is divided into four analysis, (1) analysis of differences in the value of personal involvement in all three categories of service providers, (2) analysis of differences in the perceived value of relational benefits on three categories of service providers, (3) analysis of the relationship between personal involvement with the perceived relational benefits, (4) analysis of the relationship between perceived relational benefits with relational response behavior. The fourth analysis using difference analysis (ANOVA and MANOVA) and structural equation modeling (SEM). ANOVA and MANOVA running data using SPSS 16.0, and for the SEM analysis using Smart PLS 2.0.

The hypothesis in this study proves and reinforces the findings of previous studies that the service provider with a high level of interaction between the consumer and the service provider will have the value of personal involvement and high perceived relational benefits, and ultimately affect the behavior of consumers or relational behaviors are more loyal response against the company. So as to service providers that fall into the category of moderate and moderate non-personal contact standardize contact should learn more about the needs, expectations, and values that consumers want from a service provider services, as this will be able to bring a personal involvement in the self-consumer of the company, consumers want to create a relationship between himself and the service provider, it is certainly beneficial for the company once the consumer wants a good relationship, consumers will tend to feel loyal.