

Pengaruh motivasi berbelanja dan price consciousness terhadap intentional loyalty dan word of mouth = The effect of shopping motivation and price consciousness towards intentional loyalty and word of mouth

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Abstrak

Berbelanja merupakan salah satu kegiatan yang dilakukan atas dasar motivasi utilitarianism dan hedonism. Identifikasi atas motivasi yang mendorong konsumen untuk berbelanja dapat membantu kesuksesan suatu produk. Oleh karena itu penelitian ini bertujuan untuk mengetahui konsekuensi hubungan antara motivasi berbelanja terhadap intentional loyalty dan penyebaran word of mouth dengan price consciousness sebagai variabel mediasi. Penelitian ini akan diuji berdasarkan dua saluran distribusi yang berbeda yakni offline dan online. Survei yang dilakukan terhadap 330 responden dengan menggunakan metode structural equation modeling, membuktikan bahwa motivasi berbelanja berpengaruh signifikan dan positif dengan intentional loyalty, word of mouth serta price consciousness secara simultan. Perbandingan terhadap saluran distribusi offline dan online menunjukkan bahwa hubungan motivasi berbelanja dengan price consciousness dan intentional loyalty lebih kuat terhadap perbelanjaan secara offline dibandingkan online. Sedangkan hubungan antara motivasi berbelanja dengan word of mouth, antara price consciousness dengan word of mouth serta price consciousness dengan intentional loyalty lebih kuat terhadap perbelanjaan secara online dibandingkan offline.

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Shopping is one of the activities that occurred as a result from utilitarianism and hedonism motivation. The identification of shopping motivations, which encourages consumers to shop, is a favorable outcome to achieve desired objectives of a product success. Therefore, this study aims to know the consequences of a relationship between motivation to shop with intentional loyalty and word-of-mouth, using price consciousness as a mediation variable. The output of this research will be tested based on two different distribution channel such as online and offline. This survey, by using 330 customer as respondents and SEM method, found the relationship between shopping motivation, price consciousness and intentional loyalty simultaneously. However, shopping motivation has greater influence to word-of mouth and intentional loyalty on online channel than offline channel. Another stronger influence was also found in the relationship between price consciousness towards both variable, word of mouth and intentional loyalty, on online channel.