

# Superstition angka dalam pemasaran = Superstition about numbers in marketing

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## Abstrak

### [<b>ABSTRAK</b><br>

Disertasi ini membahas unsur superstition dalam pemasaran, khususnya superstition angka yang dipercaya oleh etnis Tionghoa di Indonesia. Penelitian dalam disertasi ini dilakukan untuk membuktikan pengaruh penggunaan atribut superstition terhadap perilaku pascapembelian, dilihat dari sisi pembeli dan penjual, dalam konteks kegagalan produk. Terdapat 3 studi dalam disertasi ini. Studi 1 merupakan survey yang dilakukan untuk mengkonfirmasi bentuk-bentuk superstition khas etnis Tionghoa Indonesia yang relevan dengan konteks pemasaran. Studi 2 dan 3 merupakan eksperimen 2x3 between participant yang dilakukan untuk membuktikan adanya moderasi peran sebagai pembeli maupun penjual dalam membentuk kepuasan atas produk.

Studi 2 dan 3 juga dilakukan untuk membuktikan adanya mediasi kepuasan dalam pengaruh kegagalan produk beratribut superstition terhadap kesediaan membeli/menawarkan kembali produk di masa mendatang. Studi 1 dan 2 dilakukan di Jakarta, sementara Studi 3 dilakukan di Medan. Temuan dari penelitian ini membuktikan bahwa etnis Tionghoa di Indonesia memiliki superstition angka yang mempengaruhi perilaku pengambilan keputusan pembelian mereka. Penelitian dalam disertasi ini juga membuktikan bahwa perbedaan daerah dapat mengakibatkan perbedaan karakteristik budaya etnis Tionghoa, yang pada akhirnya dapat membentuk respon yang berbeda dalam menyikapi situasi kegagalan produk.;

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### <b>ABSTRACT</b><br>

This dissertation discusses the elements of superstition in marketing, especially Indonesian Chinese ethnic superstition about numbers. The objective of the research in this dissertation to verify the effect of superstition product attributes on post-purchase behavior, in terms of buyers and sellers, in the context of product failure situation. There are three studies in this dissertation. Study 1 was a survey conducted to confirm the forms of superstition held by Indonesian Chinese ethnic and are relevant to the marketing context.

Study 2 and Study 3 are between participants 2x3 experiment, conducted to verify the moderating effect of individual role as buyer or seller in the forming of product satisfaction. The objective of Study 2 and Study 3 is to verify the mediating role of satisfaction in the effect product failure on willingness to

repurchase/re-offer the product in the future. Study 1 and 2 were conducted in Jakarta, while Study 3 was conducted in Medan. Research findings give evidence that Indonesian Chinese ethnic held superstition about numbers and this superstition affected their purchase decision behavior. The research in this dissertation also proves that regional differences may lead to differences in Chinese culture characteristics, which causes different response in addressing product failure situation., This dissertation discusses the elements of superstition in marketing, especially Indonesian Chinese ethnic superstition about numbers. The objective of the research in this dissertation to verify the effect of superstition product attributes on post-purchase behavior, in terms of buyers and sellers, in the context of product failure situation. There are three studies in this dissertation. Study 1 was a survey conducted to confirm the forms of superstition held by Indonesian Chinese ethnic and are relevant to the marketing context. Study 2 and Study 3 are between participants 2x3 experiment, conducted to verify the moderating effect of individual role as buyer or seller in the forming of product satisfaction. The objective of Study 2 and Study 3 is to verify the mediating role of satisfaction in the effect product failure on willingness to repurchase/re-offer the product in the future. Study 1 and 2 were conducted in Jakarta, while Study 3 was conducted in Medan. Research findings give evidence that Indonesian Chinese ethnic held superstition about numbers and this superstition affected their purchase decision behavior. The research in this dissertation also proves that regional differences may lead to differences in Chinese culture characteristics, which causes different response in addressing product failure situation.]