

Persepsi kehadiran teknis dan sosial terhadap kepercayaan dan nilai pelanggan: Peritel klik-dan-bata versus murni-klik = Perceptions of technical and social presence towards customers trust and value: Click-and-brick versus pure-click retailers

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Abstrak

ABSTRAK

Terlepas dari kenyataan bahwa penjual daring telah lama dianggap sebagai matinyaekuivalen mereka, penjual / pengecer memahami bahwa selalu ada risiko di balikinteraksi online misalnya anonimitas atau kedekatan dan menanggapi denganpengenalan saluran komersial multi-platform. Setelah mengurangi beberapa risiko yangterkait dengan online, pengecer saluran-multi mendapatkan keunggulan yang sangatbesar dan, akibatnya, intenseritas dari pengecer murni klik. Penelitian ini mencobauntuk memberikan bukti empiris yangbermanfaat bagi pengecer online, melaluipengukuran dampak fitur web klik-dan-bata murni-klik pada kepercayaan persepsinilai. Memanfaatkan survei anonline, sekitar 550 subjek dengan pengalamansebelumnya akan diakomodasikan ke dalam model penelitian dengan bantuanpemodelan persamaan struktural untuk menjelaskan hubungan timbal balik dalammodel penelitian. Temuan empiris menunjukkan bahwa klik murni dapat dengan amanmengharapkan peningkatan interaksi lalu lintas pendapatandenganmempromosikan kesadaran fisik bersamaan dengan platform komersial online mereka.Bukti yang memadai, karena kepercayaan nilai adalah anteseden perilaku, dapatmembenarkan keputusan untuk mengembangkan kehadiran offline.

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ABSTRACT

Despite the fact that online sellers have long been considered as the demise of theiroffline equivalents, sellers/retailers understand that there is always a risk behind theonline interaction (e.g. anonymity or proximity) and respond with the introduction ofmulti-platform commercial channel. Having reduced several online-related risks, themulti-channel retailers gain quite an immense prominence and, consequently, an intenserivalry from the pure-click retailers. The present study attempts to provide empiricalevidence beneficial to online retailers, through measuring the impacts of both the click-and-brick's & pure-click's web-features on trust & value perceptions. Utilizing anonline survey, around 550 subjects with previous experience will be accommodatedinto the research model with the help of structural equation modelling to explain thecausal relationships in the research model. The empirical findings suggest that pure-click may safely expect increased interactions (traffic & revenue) by promoting the physical awareness concurrently with their online commercial platform. Adequate evidences, as trust & value are behavioral antecedents, may justify the decision to develop an offline presence.