

Analisis Pengaruh Antarvariabel Product Cognition, Platform Emotion, Behavior Intention, dan Actual Behavior Stage pada Cross-Border E-Commerce (Studi Kasus: Shopee dan Lazada) = Intervariable Influence Analysis of Product Cognition, Platform Emotion, Behavior Intention, and Actual Behavior Stage on Cross-Border E-Commerce (Case Study: Shopee and Lazada)

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Abstrak

Cross-border e-commerce (CBEC) berkembang pesat dan memberikan pengalaman belanja baru bagi pelanggan di mana mereka dapat terlibat dalam transaksi global. Dalam menghadapi fenomena tersebut, para pelaku bisnis di industri e-commerce perlu beradaptasi untuk memenuhi kebutuhan dan ekspektasi konsumen lintas negara. Oleh karena itu, penelitian ini dilakukan untuk menganalisis pengaruh antarvariabel dalam tahap kognisi produk, emosi platform, minat perilaku, dan perilaku aktual di CBEC Shopee dan Lazada. Penelitian ini didasarkan pada model Hierarchy of Effect (HOE) yang terdiri dari tahapan perkembangan pembelajaran dan pengambilan keputusan konsumen sebagai respon dari pengalaman berbelanja mereka. Data diperoleh dari pengisian survei oleh 1.281 responden Shopee dan 370 responden Lazada yang telah memiliki pengalaman berbelanja di kedua CBEC tersebut dalam periode enam bulan terakhir. Selanjutnya, data dianalisis dengan menggunakan Structural Equation Method (SEM). Hasil dari penelitian ini adalah terdapat pengaruh positif signifikan antara product description, platform enduring involvement, dan platform situational involvement terhadap perceived trust untuk studi kasus CBEC Shopee dan terdapat pengaruh positif signifikan antara product description dan platform situational involvement terhadap perceived trust untuk studi kasus CBEC Lazada. Selanjutnya, platform situational involvement dan perceived trust juga terbukti berpengaruh positif terhadap purchase intention. Tingginya purchase intention tersebut berpengaruh dalam meningkatkan actual purchase konsumen.

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Cross-border e-commerce (CBEC) is growing rapidly, it provides a new shopping experience for customers where they can involve in a global transaction. In dealing with this phenomenon, sellers and providers in the e-commerce industry need to adapt to meet the needs and expectations of customers across the countries. Therefore, this study was conducted to analyze the intervariable influence within the stages of product cognition, platform emotion, behavior intention, and actual behavior in CBEC Shopee and Lazada. This research is based on the Hierarchy of Effect (HOE) model which consists of the stages of customer progression of learning and decision-making as a response of their shopping experiences. A total research data of 1.281 CBEC Shopee and 370 CBEC Lazada respondents who have shopped at both of CBEC in the last six months were collected through a structured questionnaire. The data are analyzed by using validity and reliability test, and then continued by Structural Equation Modeling (SEM) method. The findings of this study reveal that there is a significant positive influence between product description, platform enduring involvement, and platform situational involvement on perceived trust in the study case of CBEC Shopee and there is a significant positive influence between product description and platform situational involvement on perceived trust in the study case of CBEC Lazada. Furthermore, platform situational involvement and

perceived trust have also been shown to have a positive effect on purchase intention. The high level of purchase intention influences the actual purchase of customers.<i/>