

# Analisis Peran Consumer Hope dalam Hubungan Perceived Value dengan Satisfaction, Trust, dan Commitment pada Pembelian melalui Ritel Online = Towards a Better Understanding of the Role of Consumer Hope in the Relationship between Perceived Value and Satisfaction, Trust, and Commitment on Purchases through Online Retailer

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## Abstrak

Penelitian ini bertujuan untuk mengetahui peran consumer hope dalam menjelaskan hubungan perceived value dengan goal attainment, satisfaction, trust, dan commitment serta pengaruh moderasi customer goal attainment terhadap hubungan consumer hope dengan satisfaction, trust, dan commitment pada konteks pembelian melalui ritel online. Sampel yang digunakan dalam penelitian ini yaitu penduduk Indonesia berusia 18 tahun ke atas dan sering membeli produk fashion atau beauty secara online selama setahun terakhir. Data yang berhasil dikumpulkan adalah sebanyak 943 responden yang kemudian diolah menggunakan metode structural equation modeling (SEM). Hasil penelitian ini menunjukkan bahwa perceived brand value quality, price, social, dan emotional memiliki peran penting terhadap consumer hope. Penelitian ini juga menunjukkan consumer hope berperan penting terhadap konsekuensi positif hubungan konsumen-brand. Selain itu, goal attainment juga terbukti memoderasi secara positif hubungan antara consumer hope dan customer commitment namun tidak pada customer satisfaction dan customer trust. Saran manajerial dan penelitian selanjutnya dibahas dalam penelitian ini.

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This study aims to determine the role of consumer hope in explaining the relationship of perceived value with goal attainment, satisfaction, trust, and commitment as well as the impact of customer goal attainment moderation on the relationship of consumer hope with satisfaction, trust, and commitment in the context of purchasing through online retail. The sample used in this study is that Indonesian citizens aged 18 years and over and often buy fashion or beauty products online for the past year. Data were collected from 943 respondents who were then processed using structural equation modeling (SEM). The results of this study indicate that perceived brand value quality, price, social, and emotional have an important role in consumer hope. This study also shows that consumer hope plays an important role in the positive consequences of consumer-brand relationship. In addition, goal attainment is also proven to positively moderate the relationship between consumer hope and customer commitment, but not to customer satisfaction and customer trust. Managerial implications and further research are discussed in this study.