

Pengaruh Customer Engagement terhadap Behavioral Intention Konsumen pada Staycation dalam Perspektif Experiential Marketing dengan Dimoderatori Health Risk dan Financial Risk = The Influence of Customer Engagement in Customers's Behavioral Intention on Staycation: The Experiential Marketing Perspective Moderated by Health Risk And Financial Risk.

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Abstrak

Selama pandemi covid-19, staycation hadir sebagai salah satu alternatif untuk menyelamatkan industri pariwisata. Namun penelitian mengenai staycation dilihat dari sudut pandang experiential marketing masih sangat jarang. Berangkat dari experiential marketing, penelitian ini menyoroti pengaruh customer engagement terhadap behavioral intention konsumen untuk melakukan staycation dengan dimediasi oleh variabel customer experience dan customer identification. Meskipun begitu, selama pandemi covid-19, perceived risk seperti health risk dan financial risk turut memiliki peran penting dalam membentuk perilaku konsumen selama proses pembuatan keputusan. Maka dari itu peran moderasi health risk dan financial risk dari customer experience dan customer identification terhadap behavioral intention konsumen turut diuji dalam penelitian ini. Model penelitian diujikan terhadap 249 responden menggunakan SEM Lisrel. Hasil penelitian menunjukkan bahwa affective dan cognitive engagement berpengaruh signifikan positif terhadap customer experience namun secara negatif terhadap customer identification. Sedangkan behavioral engagement justru berpengaruh positif terhadap customer identification namun secara negatif terhadap customer experience. Selain itu health risk berpengaruh secara negatif sebagai moderasi namun berpengaruh secara signifikan positif terhadap behavioral intention. Sedangkan financial risk berpengaruh secara positif secara langsung dan secara moderasi bagi customer identification, namun tidak berpengaruh signifikan sebagai moderasi customer experience. Semua teori dan implikasi praktis terkait akan diuraikan dalam penelitian ini.

.....During the covid-19 pandemic, staycation is likely to play a key role in tourism industry as an alternative. Nevertheless research on staycation depicted in experiential marketing remains nebulous. Drawing on experiential marketing perspectives, this study highlighted customer engagement's influence upon customer's behavioral intention on doing staycation which mediated by customer experience and customer identification. However, during the covid-19 pandemic, perceived risk such as health risk and financial risk plays a significant role in shaping customer behavior during decision making. Thus the moderating role of both health risk and financial risk from customer experience and customer identification toward customers' behavioral intention were also be examined in this study. The model was tested from 249 respondents using Structural Equation Modelling (SEM) Lisrel. Findings showed that both affective and cognitive engagement has positive significant influence toward customer experience, but negatively effect customer identification. However, behavioral engagement positively influence customer identification but has neagitive significant influence toward customer experience. In addition, health risk has negative influence as moderating variable but positively influence behavioral intention directly. Besides, financial risk significantly influence behavioral intention directly, and influence customer identification positively,

but has no significant influence toward customer experience. Theoretical and practical implications are discussed.