

# Faktor-faktor yang Mempengaruhi Customer Engagement, Repurchase Intention, dan Positive Word-of-Mouth pada Online Grocery Shopping = Factors Affecting Customer Engagement, Repurchase Intention, and Positive Word-of-Mouth in Online Grocery Shopping

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## Abstrak

Pandemi COVID-19 telah mendorong pertumbuhan online grocery shopping di Indonesia secara cepat. Namun tren meningkat ini tidak bertahan lama karena pelanggan cenderung kembali berbelanja bahan kebutuhan pokok di toko fisik setelah memasuki masa normal baru. Penelitian ini bertujuan untuk memahami peran keterikatan pelanggan (customer engagement) untuk memprediksi loyalitas pelanggan yang ditunjukkan oleh intensi pembelian kembali (repurchase intention) dan penyebaran informasi positif dari mulut ke mulut (positive word-of-mouth). Penulis menggunakan structural equation modeling (SEM) untuk menguji model penelitian yang mengambil sampel para pelanggan toko online grocery di Indonesia (n = 341). Hasil penelitian menunjukkan bahwa persepsi pelanggan terhadap risiko (yaitu risiko keamanan dan privasi) dan kemudahan penggunaan (ease of use) secara positif mempengaruhi kepuasan (e-satisfaction) dan kepercayaan (trust). Terdapat efek mediasi yang signifikan dari keterikatan pelanggan terhadap hubungan antara kepuasan dan kepercayaan dengan intensi pembelian kembali dan penyebaran informasi positif dari mulut ke mulut.

.....COVID-19 pandemic has driven the growth of online grocery shopping in Indonesia. However, the increasing trend did not last long as the customers tended to return to physical grocery stores after entering the new normal. This study aims at understanding the role of customer engagement in predicting customer loyalty, i.e., repurchase intention and positive word-of-mouth. This study uses structural equation modeling to test the research model with customers of online grocery stores in Indonesia (n = 341). The results indicated that customer perception of risk (i.e., security and privacy concerns) and ease of use positively affected e-satisfaction and trust. There are also positive mediating effects of customer engagement on the relationships among e-satisfaction and trust with repurchase intention and positive word-of-mouth. This study contributes to marketing literature in customer engagement, loyalty, and online grocery shopping behavior. Further, this study provides online grocery stores with actionable insights to increase customer engagement and loyalty.