

Pengaruh penerapan hyper-personalization terhadap consumer purchase behaviour melalui behavioral intention: studi pelanggan zalora di Jakarta = The Effect of hyper-personalization towards consumer purchase behavior with mediating variable behavioral intention on zalora's consumers in Jakarta.

Tisha Raisa Almira, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20516527&lokasi=lokal>

Abstrak

Penelitian ini akan membahas mengenai penerapan hyper-personalization yang di refleksikan melalui variabel attitude, subjective norm, perceived ease of use, dan perceive usefulness. Keempat variabel tersebut akan mengukur pengaruh terhadap consumer purchase behavior melalui behavioral intention pada pelanggan Zalora di Jakarta. Penerapan hyper-personalization diterapkan oleh Zalora melalui penawaran email, notifikasi, dan fitur aplikasi. Pengukuran penerapan tersebut dikaji melalui variabel attitude, subjective norm, perceived ease of use, dan perceived usefulness. Hubungan antar variabel ini diukur melalui pendekatan kuantitatif dengan pengumpulan data melalui kuesioner kepada 100 responden yang merupakan pelanggan Zalora. Ketentuan pelanggan tersebut pernah membeli produk Zalora dan pernah menerima penawaran email, notifikasi, dan mengetahui fitur personalisasi aplikasi Zalora. Hasil penelitian menunjukkan bahwa variabel perceived usefulness memiliki pengaruh paling signifikan terhadap consumer purchase behavior maupun behavioral intention secara hubungan langsung maupun tidak langsung. Hasil dari implementasi dari hyper-personalization di Zalora ditujukan untuk keberlanjutan startegi digital marketing di e-commerce pada industri pakaian dan kecantikan serta akan didiskusikan berserta saran bagi penelitian kedepannya.

.....This study will discuss the application of hyper-personalization which is reflected through the variables of attitudes, subjective norms, perceived ease of use, and perceived usefulness. The four variables in this study will measure the influence on consumer purchasing behavior through behavioral intention to Zalora customers in Jakarta. Zalora's application of hyper-personalization through email offers, notifications and application features. Measurement of the application is examined through the variables of attitudes, subjective norms, perceived ease of use, and perceived usefulness. The relationship between variables measured through a quantitative approach with data through a questionnaire to 100 respondents who are Zalora customers. The provisions of this customer have purchased Zalora products and have received email offers, notifications, and seen the Zalora application's personalization features. The results showed that the variable felt had the most significant influence on consumer purchasing behavior and behavioral intention in a direct or indirect relationship. The results of the hyper-personalization implementation at Zalora are aimed at the sustainability of digital marketing strategies in e-commerce in the clothing and beauty industry and will be discussed along with suggestions for future research.