

Analisis faktor-faktor pengaruh intention usage konsumen milenial Indonesia pada ritel Omnichannel dalam belanja produk fesyen = An analysis of factors influence of intentions to use Omnichannel retail on Indonesia millennial consumers in shopping for fashion products

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Abstrak

Penelitian ini membahas mengenai intensi penggunaan ritel omnichannel konsumen milenial Indonesia dalam belanja produk fesyen yang menggunakan konsep pengembangan Technology Acceptance Model atau TAM. Penelitian ini melaksanakan survei kepada 426 responden dari generasi milenial yang lahir pada tahun 1982 hingga 2002 dan berdomisili di Indonesia. Adapun metode penyebaran kuesioner dilakukan secara online menggunakan Google Form dan dianalisis menggunakan Structural Equation Modeling (SEM) dengan software pengolahan data LISREL 8.51. Hasil dalam penelitian ini menunjukkan bahwa dalam continuance intention usage, variabel yang terbukti mempengaruhi terdiri dari perceived usefulness, perceived ease of use, customer engagement, dan consumer value. Namun, tidak terdapat hubungan yang signifikan dalam variabel perceived ease of use terhadap continuance intention usage saat melalui perceived usefulness. Kemudian, continuance intention usage terbukti memiliki pengaruh yang signifikan terhadap actual use ritel omnichannel.

.....This study discusses the intention to use omnichannel retail by Indonesian millennial consumers in shopping for fashion products using the concept of developing the Technology Acceptance Model or TAM. This study conducted a survey of 426 respondents from the millennial generation who were born in 1982 to 2002 and domiciled in Indonesia. The data was collected through an online questionnaire, using the Structural Equation Modelling (SEM) method with LISREL 8.51 software. The result showed that the variables which significantly influenced continuance intention usage are perceived usefulness, perceived ease of use, customer engagement, and consumer value. However, perceived ease of use doesn't have a significant effect on perceived usefulness. Finally, continuance intention usage of omnichannel does significantly affect actual use in retail omnichannel.