

Rewards vs. Rebate: Pengaruh Customer Loyalty Program terhadap Intensi Membeli Kembali di E-commerce = Rewards vs. Rebate: The Effect of Customer Loyalty Program on Repurchase Intention in E-commerce

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Abstrak

Intensi membeli kembali pada konsumen merupakan suatu hal yang penting bagi perusahaan e-commerce. Salah satu faktor yang dapat meningkatkan intensi membeli kembali yakni customer loyalty program yang ditawarkan kepada konsumen. Penelitian ini bertujuan untuk meneliti apakah ada perbedaan intensi membeli kembali antara partisipan yang diberikan customer loyalty program tipe rewards dan rebate. Penelitian ini tergabung dalam payung penelitian intensi membeli kembali secara daring (online repurchase intention). Proses pengolahan data dilakukan kepada 128 pengguna e-commerce yang berusia minimal 16-25 tahun. Manipulasi yang dilakukan dalam penelitian ini adalah memberikan salah satu tipe customer loyalty program (rewards atau rebate) secara acak kepada partisipan. Partisipan diminta untuk mengisi kuesioner secara daring yang di dalamnya terdapat alat ukur intensi membeli kembali. Hasil penelitian ini menunjukkan bahwa tidak terdapat perbedaan intensi membeli kembali yang signifikan antara partisipan yang mendapatkan customer loyalty program tipe rewards ($M = 5.58$, $SD = 0.564$) dan rebate ($M = 5.39$, $SD = 0.855$). Kedua tipe customer loyalty program memengaruhi intensi membeli kembali yang tinggi pada konsumen.

.....Consumer's repurchase intention is an important thing for e-commerce companies. One of the factors that can increase repurchase intention is a customer loyalty program offered to consumers. This study aims to examine whether there are differences in repurchase intentions between participants who are given customer loyalty programs with rewards and rebate types. This research is incorporated in an online repurchase intention research group. The data collection process was carried out on 128 e-commerce users who were at least 16-25 years old. Manipulation carried out in this study is to give one type of customer loyalty program (rewards or rebates) randomly to participants. Participants were asked to fill out an online questionnaire in which there were tools to measure repurchase intention and gamification. The results of this study indicate that there is no significant difference in repurchase intentions between participants who received customer loyalty program rewards ($M = 5.58$, $SD = 0.564$) and rebate ($M = 5.39$, $SD = 0.855$). Both types of customer loyalty programs affect the high repurchase intention of consumers.