

Analisis Faktor Penentu Sikap dan Intensi Pembelian pada Mobile Branded Application: Integrasi Teori Uses and Gratification dan Theory of Planned Behavior = Analysis of Attitude and Purchase Intention Determining Factors on Mobile Branded Application: An Integration Theory of Uses and Gratification and Theory of Planned Behavior

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Abstrak

Mobile branded application (branded apps) adalah saluran daring perusahaan untuk melayani pelanggan serta menampilkan identitas merek. Platform ini menjadi keunggulan perusahaan yang diprediksi pertumbuhannya beberapa tahun kedepan. Namun, ditemukan data persentase uninstall aplikasi berbelanja tahun 2020 di Indonesia. Oleh karena itu, diperlukan pemahaman mengenai faktor yang memicu sikap dan intensi pembelian berdasarkan perilaku konsumen. Penelitian ini mengadopsi teori uses and gratification (U&G) dan theory of planned behavior (TPB) untuk memahami perilaku konsumen. Model penelitian meliputi 1) U&G (ease of use, money saving, delivery experience, hedonic benefit, learning benefit, dan social presence), 2) TPB (attitude, subjective norm, dan perceived behavioral control), dan 3) purchase intention. Analisis data dilakukan menggunakan metode PLS-SM dengan 471 responden. Hasil analisis menemukan pengaruh faktor motivasi kebutuhan; faktor ease of use, money saving, hedonic benefit, learning benefit, dan social presence memengaruhi attitude; faktor ease of use, money saving, hedonic benefit, dan learning benefit memengaruhi purchase intention. Hasil analisis juga membuktikan attitude, subjective norm, dan perceived behavioral control memengaruhi purchase intention. Penelitian ini memberikan implikasi teoretis berupa keterbaruan konteks branded apps, serta implikasi praktis bagi perusahaan pengembang aplikasi, dan perusahaan penyedia branded apps.

.....Mobile branded applications (branded apps) are the company's online channel to serve customers and display brand identity. This platform becomes the company's advantage that is predicted to grow in the next few years. However, there was data on the uninstall percentage of shopping applications in 2020 in Indonesia. Therefore, it is necessary to understand the factors that trigger attitude and purchase intention in branded apps based on consumer behavior. This study adopts uses and gratification (U&G) and theory of planned behavior (TPB). The research model includes 1) U&G (ease of use, money saving, delivery experience, hedonic benefits, learning benefits, and social presence), 2) TPB (attitude, subjective norm, and perceived behavioral control), and 3) purchase intentions. Data analysis was carried out using PLS-SEM with 471 respondents. The results found the influence of motivation factors; ease of use, money saving, hedonic benefits, learning benefits, and social presence affect attitude; ease of use, money saving, hedonic benefits, and learning benefits affect purchase intention. The results also prove that attitude, subjective norm, and perceived behavioral control affect purchase intention. This research provides theoretical implications for branded apps context updates, and practical implications for application development companies, and branded apps provider companies.