

Why Buy When You Can Rent: Analisis Motivasi Pengguna Luxury Fashion Rental di Indonesia = Why Buy When You Can Rent: Analyzing Motivation of Luxury Fashion Rental Users in Indonesia

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Abstrak

Industri luxury fashion rental (LFR) yang tengah berkembang di Indonesia dalam beberapa tahun terakhir telah memberikan kesempatan bagi para penggunanya untuk mengakses produk-produk mewah tanpa harus membelinya. Penelitian ini bertujuan untuk mengidentifikasi motivasi yang mendorong intensi pengguna untuk terus melakukan partisipasi pada LFR dengan menggunakan self-determination theory. Studi ini juga berusaha mengungkap perceived usefulness dan enjoyment memediasi participation continuance intention konsumen LFR. Structural equation modelling partial-least square (SEM-PLS) digunakan untuk menganalisis 313 data yang terkumpul melalui online survey dalam penelitian ini. Temuan penelitian menunjukkan perceived usefulness, uniqueness, enjoyment dan sense of belonging secara positif mempengaruhi participation continuance intention. Temuan lainnya yaitu perceived usefulness secara positif memediasi dari economic benefit dan convenience terhadap participation continuance intention serta enjoyment secara positif memediasi dari sustainability dan trust terhadap participation continuance intention. Penelitian ini memberikan implikasi teoritis dan praktis serta rekomendasi untuk penelitian selanjutnya.

.....Luxury fashion rental (LFR), a growing trend in today's society, has provided consumers an opportunity to focus on using the products without the burden of ownership. This study aims to identify the motivations that motivate consumer to continue participating in LFR by using self-determination theory. This study also seeks to unravel the mediating role of perceived usefulness and enjoyment of participating in mediating LFR consumer continuance intentions. The data was collected from 313 respondents in Indonesia using an online survey and analyzed using partial-least square structural equation model (SEM-PLS). The research findings show that perceived usefulness, enjoyment, uniqueness and sense of belonging positively affect participation continuance intention. Another finding is that perceived usefulness positively influence the mediation of economic benefit and convenience on participation continuance intention. Enjoyment positively influence the mediation of sustainability and trust on participation continuance intention To conclude, theoretical and practical implications are discussed, as well as recommendations for future research.