

Intensi Penggunaan Layanan Last-Mile Drone Delivery oleh Konsumen Daring di Indonesia = Intention to Use Last-Mile Drone Delivery Service by Online Consumers in Indonesia

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Abstrak

Inovasi drone untuk moda layanan last-mile delivery memiliki potensi cukup besar di Indonesia sebagai negara dengan ukuran pasar e-commerce terbesar di Asia Tenggara. Penelitian ini bertujuan untuk menelusuri pengaruh motivated consumer innovativeness (MCI), persepsi risiko, dan green image terhadap sikap dan intensi menggunakan layanan last-mile drone delivery. Hubungan pengaruh tersebut diuji pada 325 konsumen daring di Indonesia dan dievaluasi menggunakan metode Partial Least Square – Structural Equation Modelling. Hasil penelitian menunjukkan bahwa hedonic MCI, social MCI, delivery risk, privacy risk, dan green image signifikan berpengaruh pada sikap konsumen daring Indonesia. Sementara itu, functional MCI, hedonic MCI, green image, dan sikap ditemukan signifikan dan positif berpengaruh pada niat atau intensi menggunakan layanan drone delivery. Lebih dari itu, penelitian menelusuri pengaruh persepsi konsumen daring pada perlindungan legislasi terhadap persepsi risiko, yang ditemukan signifikan berpengaruh negatif.

.....The innovation of drone for last-mile delivery service modes has considerable potential in Indonesia as a country with the largest e-commerce market size in Southeast Asia. This study aims to explore the influence of motivated consumer innovativeness (MCI), perceived risk, and green image on attitudes and intention to use last-mile drone delivery services. The effect of these influences was tested on 325 online consumers in Indonesia and evaluated using Partial Least Square-Structural Equation Modeling. The results showed that hedonic MCI, social MCI, delivery risk, privacy risk, and green image significantly influence consumer attitudes in Indonesia. Meanwhile, functional MCI, hedonic MCI, green image, and attitudes were found to have significant and positive effects on the intensity of using drone delivery services. Moreover, the study explored the effect of online consumer perceptions of legislative protection on perceived risk, which was found to have a significant negative effect.