

Mediasi Purchase Engagement pada Pengaruh Customization, Identification with Virtual Community, dan Loyalty to Account Manager terhadap Dependence dan Willingness to Pay for Price Premium dalam Konteks Layanan Jasa Profesional Point-of-Sales = Purchase Engagement Mediation on the Impact of Customization, Identification with Virtual Community, and Loyalty to Account Manager on Dependence and Willingness To Pay For Price Premium in the Context of Professional Point-of-Sales Services

Faisal Arief Kamil, author

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Abstrak

Studi ini menggali tanggapan dari pemilik/manajer UMKM yang merupakan pelanggan dari layanan jasa profesional point-of-sales (POS) berbasis awan di Indonesia. Analisis dilakukan dengan menggunakan Partial Least Squares-Structural Equation Modeling (PLS-SEM) untuk menguji apakah purchase engagement memediasi pengaruh customization, virtual community, dan loyalty to account manager terhadap dependence dan willingness to pay for price premium. Temuan menunjukkan bahwa purchase engagement sebagian memediasi pengaruh customization, virtual community, and loyalty to account manager terhadap dependence dan willingness to pay for price premium.

.....The study recruited responses from SME owners and managers, current customers of a subscription-based point-of-sales (POS) service in Indonesia. The analysis used Partial Least Squares-Structural Equation Modeling (PLS-SEM) to examine whether purchase engagement mediates the effect of customization, virtual community, and loyalty to account manager toward dependence and willingness to pay for price premiums. The findings showed that purchase engagement partially mediates the effect of customization, virtual community, and loyalty to account managers toward dependence and willingness to pay for price premiums.