

Analisis Pengaruh Perilaku Omnichannel/Showrooming terhadap Pembuatan User-generated Content pada Konsumen Gen Z di Indonesia = Analysis of the Influence of Omnichannel/Showrooming Behavior on User-generated Content Creation of Gen Z in Indonesia

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Abstrak

Pembelian dengan metode omnichannel serta tren UGC media sosial terus berkembang pesat di seluruh dunia selama beberapa tahun terakhir, termasuk di Indonesia. Metode belanja showrooming sebagai salah satu metode belanja omnichannel dapat mendorong konsumen untuk membuat UGC dan dapat membantu retailer untuk meninjau kembali pentingnya kehadiran toko fisik dalam penjualannya. Penelitian ini bertujuan untuk menganalisis pengaruh Mobile Dependency dan Uncertainty Reduction terhadap Showrooming Behavior dan User-generated Content. Sampel yang digunakan dalam penelitian adalah konsumen yang pernah melakukan pembelian secara showrooming, berusia 18-26 tahun, dan berdomisili di Jabodetabek. Terdapat sebanyak 223 responden kuesioner yang telah berhasil dikumpulkan yang selanjutnya data diolah dengan metode Partial Least Square – Structural Equation Modeling (SEM) menggunakan software SmartPLS. Hasil penelitian ini menunjukkan bahwa mobile dependency, need for touch, dan value consciousness memiliki pengaruh signifikan terhadap mobile showrooming attitude. Kemudian mobile dependency dan mobile showrooming intention memiliki pengaruh signifikan terhadap user-generated content creation. Mobile dependency memiliki pengaruh signifikan terhadap psychological risk dan mobile showrooming attitude memiliki pengaruh signifikan terhadap mobile showrooming intention. Serta ditemukan bahwa psychological risk tidak memiliki pengaruh signifikan terhadap mobile showrooming attitude.

.....Purchasing with omnichannel methods and the trend of social media user-generated content (UGC) have been rapidly growing worldwide in recent years, including in Indonesia. Showrooming shopping method, as one of the omnichannel shopping methods, can encourage consumers to create UGC and help retailers reconsider the importance of physical stores in their sales. This study aims to analyze the influence of Mobile Dependency and Uncertainty Reduction on Showrooming Behavior and User-generated Content. The sample used in the study consisted of consumers who had previously made purchases through showrooming, aged 18-26, and residing in Jabodetabek. A total of 223 questionnaire respondents were successfully collected, and the data were processed using Partial Least Square - Structural Equation Modeling (SEM) with SmartPLS software. The results of this study indicate that mobile dependency, need for touch, and value consciousness have a significant influence on mobile showrooming attitude. Furthermore, mobile dependency and mobile showrooming intention have a significant influence on user-generated content creation. Mobile dependency has a significant influence on psychological risk, and mobile showrooming attitude has a significant influence on mobile showrooming intention. It was also found that psychological risk does not have a significant influence on mobile showrooming attitude.