

Analisis Pengaruh Strategi Marketing 4.0 Pada Intensi Pembelian dan Peran Moderasi Kategori Produk = Analysis of Marketing 4.0 Strategy Effect on Purchase Intention and Product Category's Moderating Effect

Mario Yehuda, author

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Abstrak

Dunia pemasaran memasuki era baru Marketing 4.0, dimana adanya perubahan fokus kepada penciptaan dan pengelolaan interaksi dengan konsumen dan dengan demikian menciptakan proses komunikasi tingkat tinggi antara brand dan konsumen (Kotler et al., 2017). Penelitian ini bertujuan untuk memahami efektivitas Marketing 4.0 dalam industri otomotif dan fast moving consumer goods (FMCG). Penelitian ini menganalisis hubungan elemen Marketing 4.0, product category, customer satisfaction, dan purchase intention. Penelitian ini menggunakan sampel sebanyak 660 responden melalui metode random sampling, terdiri dari 395 responden dari kategori produk FMCG dan 265 responden dari konsumen produk otomotif. Responden disaring melalui beberapa pertanyaan terkait domisili dan periode pembelian produk. PLS-SEM digunakan sebagai metode untuk menganalisis hubungan antara elemen Marketing 4.0 & purchase intention. Temuan dalam penelitian ini menunjukkan bahwa Brand Image dan Brand Integrity secara signifikan mempengaruhi kepuasan konsumen secara positif. Brand Integrity, Brand Interaction, dan Customer Satisfaction juga secara signifikan mempengaruhi Purchase Intention. Penelitian ini juga menunjukkan bahwa tidak ada perbedaan signifikan antara hubungan elemen Marketing 4.0 dan Purchase Intention pada product category yang berbeda dalam level signifikansi 95%. Namun, penelitian ini menemukan bukti empiris perbedaan signifikan antara dua produk kategori pada hubungan Brand Identity terhadap Purchase Intention pada level signifikansi 90 %.

.....The marketing world has entered a new era called Marketing 4.0, where the focus shifts towards the creation and management of interactions with consumers, thereby establishing high-level communication processes between brands and consumers (Kotler et al., 2017). This study aims to understand the effectiveness of Marketing 4.0 in the automotive and fast-moving consumer goods (FMCG) industries. The research analyzes the relationships between Marketing 4.0 elements, product category, customer satisfaction, and purchase intention using PLS-SEM. A sample of 660 respondents was obtained using random sampling, consisting of 395 respondents from the FMCG product category and 265 respondents from automotive product consumers. Respondents were filtered based on questions related to their domicile and purchase period. This study's result indicate that Brand Image and Brand Integrity significantly influence customer satisfaction in a positive manner. Brand Integrity, Brand Interaction, and Customer Satisfaction also significantly affect Purchase Intention. Furthermore, this research shows there is no significant difference in the relationships between Marketing 4.0 elements and Purchase Intention across different product categories at 95% significance level. However, the study found empirical evidence of a significant difference between two product categories in the relationship between Brand Identity and Purchase Intention at a significance level of 90%.