

# Analisis Pengaruh Personalization dan Hedonic Motivation dalam Menciptakan Customer Experience dan Loyalty pada Ritel Omnichannel = The Influence of Personalization and Hedonic Motivation in Creating Customer Experience and Loyalty in Omnichannel Retail

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## Abstrak

Penelitian ini menguji pengaruh personalization dan hedonic motivation pada customer experience dan loyalty dalam konteks ritel omnichannel. Studi ini mengembangkan delapan hipotesis yang diuji menggunakan satu sampel survey dengan total responden sebanyak 281 orang yang dianalisis menggunakan Partial Least Squares - Structural Equation Modeling (PLS-SEM). Data dikumpulkan dengan melakukan penyebaran kuesioner yang berisikan 18 pertanyaan secara online. Hasil penelitian mendukung semua hipotesis yang mengkonfirmasi personalization dan hedonic motivation memiliki pengaruh dalam menciptakan customer experience secara emotional maupun cognitive.

.....This study examines the effect of personalization and hedonic motivation on customer experience and loyalty in the context of omnichannel retail. This study developed eight hypotheses that were tested using a survey sample with a total of 281 respondents who were analyzed using Partial Least Squares - Structural Equation Modeling (PLS-SEM). Data was collected by distributing online questionnaires containing 18 questions. The results of the study support all hypotheses that confirm personalization and hedonic motivation have an influence on creating emotional and cognitive customer experiences.