

Pengaruh Contactless Marketing terhadap Customer Satisfaction dan Revisit Intention (Studi pada Brand Fashion H&M) = The Influence of Contactless Marketing on Customer Satisfaction and Revisit Intention: A Study on Brand Fashion H&M

Amalia Savitri, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920538602&lokasi=lokal>

Abstrak

Perkembangan teknologi memberikan dampak bagi industri fashion untuk melakukan kegiatan pemasaran dalam memenuhi kebutuhan konsumen. Penggunaan teknologi digital dalam kegiatan pemasaran menciptakan peluang bagi merek untuk dapat berinteraksi dengan konsumen tanpa adanya interaksi secara langsung yang disebut contactless marketing. Penelitian ini bertujuan untuk mengetahui pengaruh contactless marketing yang diterapkan brand fashion H&M terhadap customer satisfaction dan revisit intention. Terdapat empat tools yang digunakan H&M dalam contactless marketing-nya yaitu AI chatbot, augmented reality (AR), virtual reality (VR), dan live streaming. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 151 responden yang merupakan pelanggan dari brand fashion H&M yang pernah menggunakan tools contactless marketing yang disediakan H&M. Penelitian ini menggunakan teknik pengolahan data statistik deskriptif, PLS-SEM, dan ANOVA dengan bantuan software SPSS dan SMART PLS-3. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif antara contactless marketing yang diterapkan H&M terhadap customer satisfaction dan revisit intention.

.....Technological developments have an impact on the fashion industry to carry out marketing activities to meet consumer needs. The use of digital technology in marketing activities creates opportunities for brands to interact with consumers without interaction in person called contactless marketing. This study aims to determine the impact of contactless marketing of H&M on customer satisfaction and revisit intention. This study also looks at differences in consumer motivation, namely motivation to seek information and motivation to seek enjoyment in using contactless marketing tools from H&M which leads to customer satisfaction and revisit intention. There are four tools used by H&M in its contactless marketing, such as AI chatbot, augmented reality (AR), virtual reality (VR), and live streaming. This research uses a quantitative approach with a survey method of 151 respondents who are customers of the H&M brand who have used contactless marketing tools provided by H&M. This study uses descriptive statistical data processing techniques, PLS-SEM, and ANOVA using SPSS and SMART PLS-3 software. The results showed that there is a positive influence between contactless marketing implemented by H&M on customer satisfaction and revisit intention.