

Analisis Pengaruh Online Shopping Experience Produk Apparel Terhadap Customer Loyalty Generasi Z dan Milenial Pada E-commerce Indonesia = The Influence of Apparel Products Online Shopping Experience Towards Generation Z and Millennials Customer Loyalty to Indonesian E-commerces

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Abstrak

Salah satu produk yang paling banyak dibeli melalui e-commerce Indonesia adalah apparel, khususnya bagi Generasi Z dan Milenial. Dengan persaingan e-commerce Indonesia yang ketat dan biaya yang diperlukan untuk menarik pelanggan baru lebih besar dibanding mempertahankan pelanggan yang sudah ada, perusahaan-perusahaan e-commerce memerlukan cara untuk menjaga atau meningkatkan customer loyalty. Maka dari itu, penelitian ini menginvestigasi pengaruh online shopping experience produk apparel melalui dimensi website experience, product experience, service experience, brand experience, dan emotional experience terhadap customer loyalty Generasi Z dan Milenial pada e-commerce Indonesia. Penelitian dilaksanakan melalui survey terhadap 179 responden Generasi Z/Milenial pelanggan produk apparel di e-commerce Indonesia. Penelitian ini dilaksanakan dengan uji regresi linear berganda menggunakan IBM SPSS Statistics 24 dan menunjukkan hasil bahwa product experience dan emotional experience memiliki pengaruh positif yang signifikan terhadap customer loyalty. Sementara itu, website experience, service experience, dan brand experience tidak memiliki pengaruh positif yang signifikan terhadap customer loyalty. Berdasarkan hasil tersebut, penelitian ini dapat membantu manajer pemasaran perusahaan e-commerce Indonesia dalam mengalokasikan sumber daya agar dapat menjaga/meningkatkan customer loyalty pelanggan produk apparel dari Generasi Z dan Milenial.

.....One of the most purchased products through Indonesian e-commerce is apparel, especially for Generation Z and Millennials. With Indonesia's e-commerce fierce competition and the costs required to attract new customers being greater than retaining existing customers, e-commerce companies need ways to maintain /increase customer loyalty. Therefore, this research investigates the influence of the online shopping experience for clothing products through the dimensions of website experience, product experience, service experience, brand experience and emotional experience towards the loyalty of Generation Z and Millennial customers in Indonesian e-commerce. The research was conducted through a survey of 179 Generation Z/Millennial respondents, customers of apparel products in Indonesian e-commerce. This research was carried out using multiple linear regression tests using IBM SPSS Statistics 24 and showed the results that product experience and emotional experience have a significant positive influence on customer loyalty. Meanwhile, website experience, service experience, and brand experience do not have a significant positive influence on customer loyalty. Based on these results, this research can help marketing managers of Indonesian e-commerce companies in allocating resources to maintain/increase customer loyalty for apparel product customers from Generation Z and Millennials.