Pengaruh Faktor Stimulus Terhadap Omni-channel Shopping Intention: Peran Mediasi Perceived Enjoyment Dan Attitude Consistency (Studi Pada Uniqlo Indonesia) = The Influence of Stimulus Factors on Omni-channel Shopping Intentions: The Mediating Role of Perceived Enjoyment and Attitude Consistency (Study at Uniqlo Indonesia)

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Abstrak

Peningkatan tren belanja masyarakat membuat sektor ritel di Indonesia telah berkembang pesat. Ditambah dengan runtuhnya batasan antara lingkungan virtual dan kehidupan nyata berdampak pada masa depan ritel yang diperkirakan akan didominasi oleh ritel omni-channel. Penelitian ini bertujuan untuk menyelidiki peran mediasi perceived anjoyment dan attitude consistency untuk mengungkap bagaimana faktor lingkungan omni-channel dari interaction fluency, convenience, price advantage dan personalization berkontribusi terhadap omni-channel shopping intention berdasarkan kerangka S-O-R. Survei dilakukan terhadap konsumen yang pernah berbelanja di toko online dan offline Uniqlo melalui kuesioner online, dan 170 data dikumpulkan untuk dianalisis menggunakan PLSSEM. Hasil penelitian menunjukkan bahwa interaction fluency dan personalization secara positif mempengaruhi perceived enjoyment dan attitude consistency dan attitude consistency memediasi pengaruh interaction fluency terhadap omnichannel shopping intention. Temuan dari penelitian ini adalah bahwa faktor interactiojn fluency dan personalization dalam ritel omni-channel memerlukan keadaan afektif konsumen sesaat dan berkelanjutan untuk memfasilitasi omnichanel shopping intention.

......Increasing public shopping trends have meant that the retail sector in Indonesia has developed rapidly. This coupled with the collapse of boundaries between virtual and real-life environments has an impact on the future of retail which is expected to be dominated by omni-channel retail. This research aims to investigate the mediating role of perceived enjoyment and attitude consistency to reveal how omnichannel environmental factors such as interaction fluency, convenience, price advantage and personalization contribute to omni-channel shopping intention based on the S-O-R framework. Surveys were conducted on consumers who had shopped at Uniqlo online and offline stores via online questionnaires, and 170 data were collected for analysis using PLS-SEM. The research results show that interaction fluency and personalization positively influence perceived enjoyment and attitude consistency and attitude consistency mediates the influence of interaction fluency on omni-channel shopping intention. The findings of this research are that interaction fluency and personalization factors in omni-channel retail require momentary and sustained consumer affective states to facilitate omni-channel shopping intention.