

Pengaruh Intrinsic Motivations dan Shopping Engagement terhadap Intention to Buy Pengguna Aplikasi Tokopedia dan Shopee: Studi pada Generasi Milenial dan Generasi Z = The Influence of Intrinsic Motivations and Shopping Engagement on Intention to Buy Users of Tokopedia and Shopee Applications: Study on the Millennials and Gen Z

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh motivasi intrinsik dan keterlibatan berbelanja terhadap niat beli pengguna aplikasi Tokopedia dan Shopee, khususnya pada generasi Milenial dan Gen Z di Indonesia. Dengan menggunakan metode kuantitatif, penelitian ini mengkaji variabel-variabel seperti shopping gamification, focused attention, shopping enjoyment, dan socialness yang dikategorikan sebagai motivasi intrinsik. Pengaruh dari variabel-variabel ini terhadap shopping engagement dan intention to buy using mobile apps juga dieksplorasi. Selanjutnya, penelitian ini mengumpulkan data melalui survei daring terhadap 210 responden, dan dianalisis menggunakan Structural Equation Model (SEM). Hasil penelitian menunjukkan bahwa sebagian besar hipotesis didukung oleh data, kecuali pengaruh focused attention terhadap shopping engagement yang tidak signifikan. Penelitian ini memberikan wawasan baru tentang perilaku konsumen online dan strategi pemasaran yang efektif untuk e-commerce. Selain itu, penelitian ini juga menyoroti peran langsung previous online shopping experience terhadap intention to buy using mobile apps, di mana hasilnya menunjukkan pengaruh positif. Namun, ketika previous online shopping experience berperan sebagai moderasi antara shopping engagement dan intention to buy using mobile apps, hasilnya menunjukkan pengaruh yang melemahkan. Implikasi manajerial dari temuan ini dapat membantu pengelola e-commerce dalam merancang strategi pemasaran yang lebih efektif dengan memanfaatkan motivasi intrinsik dan keterlibatan berbelanja untuk meningkatkan niat beli pengguna.

.....This research aims to analyze the influence of intrinsic motivation and shopping engagement on the purchase intention of Tokopedia and Shopee app users, particularly among Millennials and Gen Z in Indonesia. Using quantitative methods, this research examines variables such as shopping gamification, focused attention, shopping enjoyment, and socialness, which are categorized as intrinsic motivation. The influence of these variables on shopping engagement and intention to buy using mobile apps is also explored. Furthermore, this research collected data through online surveys from 210 respondents and analyzed it using Structural Equation Modeling (SEM). The results show that most of the hypotheses are supported by the data, except for the influence of focused attention on shopping engagement, which is not significant. This research provides new insights into online consumer behavior and effective marketing strategies for ecommerce. Additionally, this research highlights the direct role of previous online shopping experience on the intention to buy using mobile apps, where the results show a positive influence. However, when previous online shopping experience acts as a moderator between shopping engagement and intention to buy using mobile apps, the results indicate a weakening effect. The managerial implications of these findings can help e-commerce managers design more effective marketing strategies by leveraging intrinsic motivation and shopping engagement to enhance user purchase intention.