

Pengaruh Perceived Value terhadap Impulse Buying pada Ritel Omnichannel Kecantikan di Indonesia = The Influence of Perceived Value on Impulse Buying in Omnichannel Beauty Retail in Indonesia

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh perceived value terhadap impulse buying, baik secara kognitif maupun afektif, pada ritel omnichannel kecantikan di Indonesia dengan menggunakan teori S-O-R (Stimulus-Organism-Response). Penelitian ini dilakukan dengan menyebarkan kuesioner kepada 279 responden yang pernah melakukan pembelian di Sociolla atau Sephora, secara online dan offline, sebagai representasi ritel omnichannel kecantikan di Indonesia. Dari total 9 hipotesis yang diuji, penelitian ini menemukan bahwa channel integration berpengaruh positif terhadap consumer empowerment, akan tetapi convenience tidak memiliki pengaruh signifikan. Consumer empowerment berpengaruh terhadap satisfaction, trust, dan perceived value. Selain itu, trust berpengaruh positif terhadap perceived value, tetapi satisfaction tidak menunjukkan pengaruh yang signifikan. Perceived value berpengaruh terhadap cognitive impulse buying dan affective impulse buying. Penelitian ini memberikan kontribusi teoritis tentang pengaruh perceived value dalam mendorong cognitive impulse buying dan affective impulse buying pada ritel omnichannel industri kecantikan di Indonesia. Penelitian ini juga memberikan kontribusi manajerial terkait strategi pemasaran ritel omnichannel kecantikan di Indonesia untuk mempertahankan kualitas perceived value dari produk-produk yang dijual oleh ritel omnichannel untuk mendorong cognitive impulse buying dan affective impulse buying pada ritel omnichannel kecantikan di Indonesia. Penelitian ini juga memberikan kontribusi secara etika dan sosial tentang pentingnya menjaga keamanan data dan privasi yang diberikan konsumen terhadap ritel omnichannel kecantikan, kesamaan informasi, kemudahan akses belanja, dan mencegah dampak negatif dari impulse buying.

.....This research aims to determine the influence of perceived value on impulse buying, both cognitively and affectively, in omnichannel beauty retail in Indonesia using the S-O-R (Stimulus-Organism-Response) theory. The study was conducted by distributing questionnaires to 279 respondents who had shopped at Sociolla or Sephora, both online and offline, representing omnichannel beauty retail in Indonesia. Out of the nine hypotheses tested, the study found that channel integration positively affects consumer empowerment, but convenience does not have a significant impact. Consumer empowerment influences satisfaction, trust, and perceived value. Additionally, trust positively impacts perceived value, but satisfaction does not show a significant effect. Perceived value affects cognitive impulse buying and affective impulse buying. This study provides theoretical contributions regarding the influence of perceived value in driving cognitive impulse buying and affective impulse buying in the omnichannel beauty retail industry in Indonesia. It also offers managerial contributions related to marketing strategies for omnichannel beauty retail in Indonesia to maintain the perceived value quality of products sold by omnichannel retailers to encourage cognitive impulse buying and affective impulse buying in the omnichannel beauty retail sector in Indonesia. The study also contributes ethically and socially by emphasizing the importance of maintaining data security and consumer privacy, ensuring information equality, ease of shopping access, and preventing the negative impacts of impulse buying.