

Peran Perceived Novelty terhadap Customer Loyalty melalui Customer Inspiration dalam industri Retail Omnichannel = The role of Perceived Novelty on Customer Loyalty through Customer Inspiration in the Omnichannel Retail industry

Fauzia Fitrianingtyas, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920550090&lokasi=lokal>

Abstrak

Penelitian ini bertujuan untuk menganalisis peran perceived novelty terhadap customer loyalty melalui customer inspiration dalam industri retail omnichannel. Dimana sistem ini mengintegrasikan di semua saluran penjualan, tanpa terbatas. Hal ini agar pelanggan menikmati pengalaman belanja yang terintegrasi dan cepat melalui berbagai saluran penjualan, untuk meningkatkan kepuasan pelanggan dan membangun loyalitas terhadap merek. Dalam penelitian ini, peneliti ingin menyelidiki peran perceived novelty yang dapat meningkatkan customer inspiration sehingga menciptakan customer loyalty pada kedua saluran ritel. Penelitian ini menggunakan desain penelitian konklusif deskriptif cross-sectional dengan metode penelitian kuantitatif. Penelitian ini mengumpulkan data primer menggunakan metode survey dengan sebanyak 299 partisipan berpartisipasi dalam penelitian ini. Penelitian ini menggunakan metode non probability sampling berupa judgement sampling dengan menggunakan metode analisis statistik yaitu Partial Least Square - Structural Equation Modelling (PLS-SEM). Hasil penelitian menunjukkan bahwa perceived novelty secara signifikan meningkatkan customer inspiration, yang dimana hal tersebut dapat mempengaruhi customer loyalty. Implikasi praktis dari temuan ini adalah bahwa perusahaan ritel harus terus meningkatkan persepsi kebaruan pada channel online dan offline karena dapat meningkatkan motivasi pelanggan untuk melakukan pembelian dan loyalitas terhadap perusahaan.

.....This study aims to analyze the role of perceived novelty in influencing customer loyalty through customer inspiration in the omnichannel retail industry. This system integrates across all sales channels, without limitation, enabling customers to enjoy an integrated and efficient shopping experience through various channels, thereby enhancing customer satisfaction and fostering brand loyalty. In this study, the researcher intends to investigate the role of perceived novelty in enhancing customer inspiration to create customer loyalty across both retail channels. The research adopts a descriptive cross-sectional conclusive research design using quantitative methods. Primary data were collected through a survey involving 299 participants. Non-probability judgment sampling was utilized, and data were analyzed using Partial Least Squares - Structural Equation Modeling (PLS-SEM). The findings indicate that perceived novelty significantly enhances customer inspiration, which in turn can influence customer loyalty. The practical implications of these findings suggest that retail companies should continuously enhance perceptions of novelty across online and offline channels to increase customer motivation for purchases and loyalty towards the company.