

Analisis Pengaruh Perceived Value, Brand Attachment, dan Kepuasan Terhadap Perilaku Pengguna Aplikasi F&B Berdasarkan Expectation-Confirmation Model = Analysis of the Influence of Perceived Value, Brand Attachment, and Satisfaction on F&B App User Behavioral Outcomes Based on the Expectation-Confirmation Model

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Abstrak

Aplikasi food and beverage (F&B) menjadi salah satu kategori aplikasi mobile dengan unduhan terbanyak, sehingga membuat brand makanan dan minuman mengembangkan aplikasi mereka sendiri. Namun, aplikasi tersebut menghadapi tantangan seperti rating dan minat penggunaan yang rendah serta churn rate yang tinggi. Penelitian ini bertujuan mengidentifikasi dimensi perceived value dan pengaruhnya terhadap kepuasan dan brand attachment, serta pengaruh dari kepuasan dan brand attachment terhadap luaran perilaku pengguna (behavioral outcomes) yaitu purchase intention, continuance intention, dan word of mouth intention dalam konteks aplikasi F&B. Pendekatan mixed-method digunakan dalam penelitian ini. Melalui analisis kualitatif dengan thematic analysis, ditemukan lima dimensi perceived value, yaitu functional value, emotional value, monetary value, epistemic value, dan conditional value. Temuan ini diintegrasikan dengan social influence, Expectation-Confirmation Model (ECM), serta brand attachment, dan dianalisis secara kuantitatif menggunakan Partial Least Square Structural Equation Model (PLS-SEM) terhadap 728 pengguna aplikasi F&B. Hasil menunjukkan bahwa kelima dimensi perceived value memengaruhi kepuasan, dan hanya functional value yang tidak memengaruhi brand attachment. Dimensi-dimensi perceived value tersebut juga dipengaruhi oleh social influence dan confirmation, terkecuali untuk dimensi functional value yang tidak dipengaruhi oleh social influence. Ditemukan juga bahwa kepuasan dan brand attachment memengaruhi ketiga behavioral outcomes. Penelitian ini memberikan wawasan bagi pengembang dan perusahaan di berbagai industri untuk meningkatkan kualitas aplikasi sehingga dapat mempertahankan pengguna dan meningkatkan penjualan melalui aplikasi tersebut.

.....Food and beverage (F&B) apps have become one of the most downloaded mobile app categories, leading food and beverage brands to develop their apps. However, these apps face challenges such as low rating and usage interest, as well as high churn rate. This study aims to identify the dimensions of perceived value and their influence on satisfaction and brand attachment, as well as the influence of satisfaction and brand attachment on users' behavioral outcomes, namely purchase intention, continuance intention, and word-of-mouth intention in the context of F&B apps. A mixed-method approach was used in this study. Through qualitative analysis using thematic analysis, found that five dimensions of perceived value are functional, emotional, monetary, epistemic, and conditional. These values were integrated with social influence, expectation-confirmation model (ECM), and brand attachment and analyzed quantitatively using the Structural Equation Model Partial Least Square (PLS-SEM) on 728 F&B app users. Results show that the five dimensions of perceived value influence satisfaction, and only functional value that does not influence brand attachment. These perceived value dimensions are also influenced by social influence and confirmation, except for the functional value dimension which is not influenced by social influence. It was also found that satisfaction and brand attachment influenced all three behavioral outcomes. This research

provides insights for developers and companies in various industries to improve the quality of their apps to retain users and increase their sales through their apps.