

Analisis Pengaruh Decision Making Styles Generasi Y Terhadap E-Satisfaction, Word-Of-Mouth Intention, Dan Repurchase Intention Pada Saat Melakukan Pembelian Produk Minuman Kopi Di Online Coffee Shop = The Effect of Consumer-Decision Making Styles on E-Satisfaction, Word-of-Mouth Intention and Repurchase Intention: A Study of Generation Y Online Coffee Shop Customer

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Abstrak

Dengan meningkatnya jumlah pembeli online dan penetrasi industri di saluran online, ada kebutuhan bagi perusahaan untuk memahami bagaimana pengambilan keputusan konsumen di saluran ini untuk dapat mempertahankan konsumen. Konsumen membuat keputusan berdasarkan gaya pengambilan keputusan tertentu. Studi ini mengkaji bagaimana gaya pengambilan keputusan konsumen/consumer decision-making styles (CDMS) mempengaruhi esatisfaction, repurchase intention, dan word-of-mouth intention di saluran online. Data dikumpulkan dari 283 pelanggan dari sepuluh coffee shop online lokal dan asing di Indonesia. Data dianalisis dengan structural equation modeling (SEM). Hasilnya mendukung bahwa consumer decision-making styles (CDMS) secara langsung mempengaruhi satisfaction. Di antara karakteristik consumer decisionmaking styles, recreational dan habitual merupakan anteseden terpenting dari esatisfaction konsumen online coffee shop. Hasil analisis juga menunjukkan bahwa consumer decision-making styles memiliki pengaruh tidak langsung terhadap repurchase intention, dimediasi oleh e-satisfaction. Selain itu, hasil tersebut juga mendukung bahwa e-satisfaction secara langsung mempengaruhi repurchase intention dan word-of-mouth intention. Word-of-mouth intention juga memainkan peran mediasi dalam hubungan antara e-satisfaction dan repurchase intention. Studi ini memberikan bukti empiris kepada pelaku usaha online coffee shop untuk menekankan strategi pemasaran mereka yang lebih sesuai dengan orientasi belanja target pelanggan mereka.

.....With an increasing number of online shoppers and industries penetration in online channel, there is a need for all companies to understand consumer-decision making to retain customers in this channel. This article assesses how consumer decision-making styles affect customer satisfaction, repurchase intention, and word-of-mouth intention in online channel. The data was collected from the 283 customers of ten local and foreign online coffee shops in Indonesia. The data was analyzed with structural equation modeling (SEM). The result supports that consumer decision-making styles directly affect customer e-satisfaction. Among the characteristics, recreational and habitual was the most important antecedent of online coffee shop customers' satisfaction. The analytical results also indicated that consumer decision-making styles had indirect effect on repurchase intention, mediated by customer e-satisfaction. It also indicated that e-satisfaction also directly affect repurchase intention and word-of-mouth intention. Word-of-mouth intention also plays as a mediating role in the relationship between the esatisfaction and repurchase intention. This study provides an empirical evidence to the online coffee shops to emphasize their marketing strategy that is more appropriate to the shopping orientation of their target customers.