

Analisis Pengaruh Festival Belanja Online Sebagai Strategi Promosi Terhadap Intention to Re-participate Konsumen E-Commerce di Indonesia = The Influence of Online Shopping Festival As A Promotion Strategy On Consumer Re-Participation Intention of E-Commerce Consumer in Indonesia

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Abstrak

Maraknya penggunaan e-commerce untuk berbelanja yang semakin berkembang membuat hadirnya istilah ‘‘Hari Belanja Online Nasional’’ atau yang biasa disebut dengan Harbolnas. Mengingat konsumen Indonesia cukup konsumtif dan mudah terdorong untuk berbelanja jika ada insentif promosi, maka e-commerce terus melakukan strategi promosi tersebut, sehingga penelitian ini bertujuan untuk menganalisis pengaruh dari strategi promosi e-commerce yang dapat mendorong intensi konsumen untuk kembali berbelanja. Penelitian terhadap 580 responden ini dilakukan melalui kuesioner secara daring dan data dianalisis menggunakan Structural Equation Modelling (SEM). Hasil dari penelitian menunjukkan bahwa keempat strategi strategi promosi, yaitu PTPP (Perceived Temptation of Price), PFPA (Perceived Fun of Promotion Activities), PCRP (Perceived Categories Richness of Promotion), PCMP (Perceived Contagiousness of Mass Participation), serta information quality memiliki pengaruh pada Re-participation intention serta PTPP (Perceived Temptation of Price), PFPA (Perceived Fun of Promotion Activities), PCRP (Perceived Categories Richness of Promotion). PCMP (Perceived Contagiousness of Mass Participation) tidak memoderasi pengaruh PTPP, PFPA, dan PCRP terhadap Re-participation intention.

.....The increased trend of shopping using e-commerce has given rise to the term ‘Hari Belanja Nasional’’ or commonly known as Harbolnas. Considering that Indonesian consumers are quite consumptive and easily triggered to shop if there are promotional incentives, e-commerce carries out this promotional strategy, so the study aims to analyze the effect of e-commerce promotion strategies that can encourage consumers to re-participate in online shopping festivals. A survey of 580 respondents was conducted through online questionnaires and data analysis using Structural Equation Modeling (SEM). The results of the study indicate that the four promotional strategies, namely PTPP (Perceived Temptation of Price), PFPA (Perceived Fun of Promotion Activities), PCRP (Perceived Categories of Richness of Promotion), PCMP (Perceived Contagiousness of Mass Participation), and Information Quality have influence on Re-Participation Intention and Promotion Activities). In addition, PCMP (Perceived Contagiousness of Mass Participation) cannot moderate the influence of PTPP, PFPA, and PCRP on Re-Participation intention.