

Pengaruh SCCT Crisis Response Strategies Dan Loyalitas Brand Terhadap Keputusan Pembelian: Studi Eksperimen Pada Kasus Kebocoran Data E-Commerce Di Indonesia = The Effect of SCCT Crisis Response Strategies and Brand Loyalty on Purchasing Decisions: An Experimental Study on the Case of e-Commerce Data Leak in Indonesia

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Abstrak

Pemberitaan tentang kebocoran data pada tiga e-commerce di Indonesia pada Mei 2020 terjadi secara masif. Berdasarkan penelitian sebelumnya di negara lain, kebocoran data menurunkan trust dan keinginan membeli kembali. Faktanya, penurunan penggunaan e-commerce terjadi, tapi yang mengalami kebocoran data paling masif malah mengalami peningkatan kunjungan. Perbedaan ini menjadi fokus penelitian yang ingin melihat dalam konteks kebocoran data apakah ada pengaruh SCCT's Crisis Response Strategies terhadap keputusan pembelian, apakah ada pengaruh loyalitas brand terhadap keputusan pembelian, dan apakah ada pengaruh interaksi kedua variabel ini terhadap keputusan pembelian. SCCT's Crisis Response Strategies diturunkan ke dalam strategi yang digunakan oleh ketiga e-commerce yakni denial dan diminish sementara loyalitas brand dibedakan menjadi loyalitas brand tinggi dan loyalitas brand rendah. Penelitian ini dilakukan menggunakan metode eksperimen faktorial 2x2 pada 120 responden yang dibagi ke dalam 4 kelompok. Melalui uji chi-square, ditemukan bahwa asosiasi variabel loyalitas brand terhadap indikator keputusan pembelian perceived risk paling signifikan. Uji Post-Hoc juga mendukung bahwa kelompok dengan SCCT's Crisis Response Strategies yang sama menunjukkan perbedaan rerata yang signifikan. Setelah dibandingkan dengan hasil survei dari Katadata dan Kominfo, ditemukan bahwa kesadaran akan perlindungan data pribadi dan literasi digital pada kelompok usia responden (gen Z) masih rendah.

.....News about data leaks in three e-commerce in Indonesia in May 2020 occurred massively. Based on previous research in other countries, data leaks lower trusts and the desire to buy back. In fact, the decline in e-commerce usage occurred, but the most massive data leak experienced an increase in visits. This difference is the focus of research that wants to see in the context of data leakage whether there is an influence of SCCT's Crisis Response Strategies on purchasing decisions, an influence of brand loyalty on purchasing decisions, and an influence of interaction of these two variables on purchasing decisions. SCCT's Crisis Response Strategies are derived into strategies used by all three e-commerce, namely denial and diminish posture while brand loyalty is distinguished into high brand loyalty and low brand loyalty. This study was conducted using 2x2 factorial experiment method in 120 respondents divided into 4 groups. Through the chi-square test, it was found that the association of brand loyalty to the indicators of purchasing decisions (perceived risk) was the most significant. The result of Post-Hoc test also supports that groups with the same SCCT's Crisis Response Strategies show significant average differences. After being compiled with the results of a survey from Katadata and Kominfo, it was found that awareness of personal data protection and digital literacy in the respondent's age group (generation Z) is still low.