

Pengaruh Online Shopping Attributes terhadap Pelanggan Quick Commerce di Jakarta: Peran Moderasi E-Commerce Experience pada Pengguna ASTRO = The Impact of Online Shopping Attributes on Customer in Jakarta's Quick Commerce: E-Commerce Experience as Moderating Role in ASTRO Users

Briantino Claudius, author

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Abstrak

Pertumbuhan pesat quick-commerce (Q-commerce) telah mengubah lanskap belanja online secara signifikan, sehingga penting untuk memahami faktor-faktor yang mempengaruhi Customer Satisfaction dan Customer Loyalty. Penelitian ini bertujuan untuk menganalisis pengaruh atribut belanja online, yaitu Information Quality, Privacy Concern, Perceived Security, Product Variety, dan Product Delivery terhadap Customer Satisfaction dan Customer Loyalty pada platform Q-commerce ASTRO, serta menguji peran moderasi dari Online Shopping Experience. Penelitian ini menggunakan pendekatan kuantitatif dengan pengumpulan data melalui kuesioner online yang disebarakan kepada 181 pengguna ASTRO di Jakarta, dan dianalisis menggunakan metode Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa kelima atribut belanja online tersebut memiliki pengaruh positif dan signifikan terhadap Customer Satisfaction, yang selanjutnya berpengaruh signifikan terhadap Customer Loyalty. Selain itu, E-commerce experience berperan sebagai variabel moderasi, terutama pada pengguna dengan pengalaman belanja antara 6 bulan hingga kurang dari 1 tahun. Temuan ini memberikan implikasi praktis bagi pelaku industri Q-commerce untuk terus meningkatkan kualitas atribut belanja online, khususnya pada aspek product delivery dan product variety, guna mendorong peningkatan customer satisfaction dan menciptakan customer loyalty secara berkelanjutan.

.....The rapid growth of the quick-commerce (Q-commerce) sector has significantly transformed the online shopping landscape, necessitating a deeper understanding of the factors driving customer satisfaction and loyalty. This research aims to analyze the influence of various online shopping attributes, including Information Quality, Privacy Concern, Perceived Security, Product Variety, and Product Delivery, on Customer Satisfaction and Customer Loyalty within the Q-commerce platform Astro. Furthermore, this study explores the moderating role of e-commerce experience. Employing a quantitative approach, data was collected through online questionnaires administered to 181 ASTRO users in Jakarta. The research model was analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The findings significantly indicate that all five online shopping attributes examined have a positive and significant influence on customer satisfaction. Additionally, Customer Satisfaction was found to significantly impact customer loyalty. E-commerce experience also plays a moderating role for users who have been shopping online for 6 months to less than 1 year. The study offers valuable insights for the Q-commerce platform, underlining the importance of prioritizing the enhancement and maintenance of strong online shopping attributes, with a particular focus on product delivery and product variety. By doing so, they can effectively meet customer expectations, elevate satisfaction levels, and foster long-term loyalty in the competitive Q-commerce market.