

# Pengaruh engagement motivations perceived value dan satisfaction terhadap mobile engagement intention studi kasus smartphone merek Samsung = The influence of engagement motivations perceived value and satisfaction against mobile engagement intention case study of brand Samsung smartphone / Mohammad Khalief Aditya

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## Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh dari variabel utilitarian motivation, social motivation, hedonic motivation, perceived value, satisfaction dan mobile engagement intention. Responden penelitian ini berjumlah 171 orang para pengguna smartphone Samsung dengan usia minimal 17 tahun dan tinggal di wilayah Jabodetabek. Model penelitian dengan dua belas hipotesis diolah dengan software LISREL 8.5 menggunakan teknik Structural Equation Modelling (SEM). Hasil pengolahan data menunjukkan bahwa hanya utilitarian motivation yang tidak memiliki pengaruh signifikan namun tetap positif terhadap perceived value dan mobile engagement intention. Engagement motivations memiliki pengaruh signifikan positif terhadap perceived value, satisfaction dan mobile engagement intention.

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This study aims to determine the effect of variable utilitarian motivation, social motivation, hedonic motivation, perceived value, satisfaction and intention of mobile engagement. This survey respondents totaled 171 Samsung device users with a minimum age of 17 years and living in the Greater Jakarta area. A research model with hypotheses twelve processed by LISREL 8.5 software using Structural Equation Modeling (SEM). The results of data processing show that only utilitarian motivation has no significant influence but remain positive on perceived value and intention of mobile engagement. Engagement motivations have a significant positive effect on perceived value, satisfaction and intention of mobile engagement.