

Analisis pengaruh perceived entertainment dan subjective norms terhadap satisfaction dan word of mouth studi kasus m shopping di Indonesia = The effect of perceived entertainment and subjective norms towards satisfaction and word of mouth case study m shopping in Indonesia

Rinaldi, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20411256&lokasi=lokal>

Abstrak

Bergesernya gaya hidup manusia turut serta merubah cara mereka dalam memenuhi kebutuhannya, termasuk kebutuhan komunikasi. Pasar online Asia Pasifik turut bergeser dari penggunaan PC dan lebih mengarah ke smartphone. Perkembangan alat telekomunikasi kini memungkinkan konsumen tidak hanya memenuhi kebutuhannya untuk berkomunikasi, namun juga berbelanja. Penggunaan smartphone untuk berbelanja merupakan tahapan lanjutan dalam perkembangan berbelanja setelah sebelumnya marak penggunaan internet yang mendunia.

Penelitian ini bertujuan untuk menganalisa pengaruh perceived entertainment dan subjective norms terhadap satisfaction dan word of mouth. Sampel penelitian ini adalah konsumen yang pernah berbelanja menggunakan smartphone dalam kurun 6 (enam) bulan terakhir. Data diolah dengan menggunakan metode Structural Equation Modelling.

Hasil penelitian menunjukkan bahwa perceived entertainment memiliki pengaruh positif terhadap satisfaction. Namun, subjective norms tidak terbukti memiliki pengaruh signifikan terhadap satisfaction. Di sisi lain, satisfaction terbukti memediasi hubungan antara perceived entertainment dan satisfaction. Hasil penelitian juga menunjukkan satisfaction tidak memediasi hubungan antara subjective norms dan word of mouth.

<hr>

The shifting of human lifestyles changes the way they meet their needs, including communication needs. Asia-Pacific online market also shifted from the use of PCs and more directed to smartphone. The development of telecommunications enable consumer not only to fulfill their needs for communication, but also shopping. The use of smartphone for shopping is an advanced stage in the development of shopping after the growing number of internet user.

This study aims to analyze the effect of perceived entertainment and subjective norms towards satisfaction and word of mouth. Data for this research were collected from consumers who has shopped through their smartphone in the last 6 (six) months. They were then analyzed using Structural Equation Modelling method.

The results of this research shows that perceived entertainment has positive effect on satisfaction. However, subjective norms are not shown to have a significant effect on satisfaction. meanwhile, satisfaction proved to mediate the relationship between perceived entertainment and word of mouth. the results shown that

satisfaction does not mediate the relationship between subjective norms and word of mouth.