

Pengaruh inerti dan satisfaction terhadap repeat-purchase intention pada konsumen zalora dengan zone of tolerance, word-of-mouth dan alternative attraction sebagai moderasi = Effects of inertia and satisfaction on repeat purchase intention in zalora's customers with moderating roles of zone of tolerance, word of mouth and alternative attraction

Linda Sesaria Sembung, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20434028&lokasi=lokal>

Abstrak

ABSTRAK

Tesis ini meneliti pengaruh dari consumer inertia dan customer satisfaction terhadap repeat-purchase intention pada konsumen Zalora dengan moderasi dari tiga variabel, yaitu zone of tolerance, word-of-mouth, serta alternative attraction. Data primer berasal dari kuesioner yang disebarakan pada 202 orang responden yang pernah mengunjungi dan melakukan pembelian di website Zalora. Hasil penelitian menunjukkan bahwa baik consumer inertia maupun customer satisfaction memiliki pengaruh positif pada repeat-purchase intention, sedangkan ketiga variabel moderasi terbukti tidak memiliki pengaruh menguatkan/melemahkan hubungan antara kedua variabel independen dengan variabel dependen. Sejauh ini, variabel consumer inertia sangat jarang sekali diteliti sebagai salah satu faktor yang mempengaruhi tingkat pembelian konsumen. Berdasarkan hasil penelitian ini, dibuat saran-saran untuk manajemen situs belanja agar dapat meningkatkan performa perusahaan bukan hanya dengan menarik konsumen baru, namun yang paling penting adalah dengan mempertahankan konsumen.

<hr>

ABSTRACT

This master's thesis examines the effects of consumer inertia and customer satisfaction on repeat-purchase intention in Zalora's customers with moderating roles of three variables; zone of tolerance, word-of-mouth, and alternative attraction. The primary data were obtained from questionnaire distributed to 202 respondents who had both visited the Zalora website and purchased good from that said website. The results indicates that both consumer inertia and customer satisfaction positively influenced repeat-purchase intention; moreover, all three of the moderating variables didn't appear to have any effect (either significantly strenghtened nor weakened) the relationships between two independent variables and the dependent variable. So far, there aren't a lot of study about the effect of consumer inertia on customers buying behaviour. Based on this study's findings, suggestions were made for the management of online shopping website so that they can increase the company's performance not only by attracting new customers, but most importantly by keeping them (customer retention).