

Pengaruh nilai hedonic dan utilitarian terhadap customer delight dalam penerapan metode self-service: studi kasus: Ikea Indonesia = Self-service implementation the effect of hedonic and utilitarian value on customer delight: case study: Ikea Indonesia

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Abstrak

Metode self-service menjadi alternatif bagi perusahaan yang mengalami masalah ketidakpuasan customer. Namun, seiring dengan meningkatnya perusahaan yang menerapkan metode self-service, penelitian yang membahas mengenai metode ini masih fokus pada nilai utilitarian atau mementingkan fungsionalitas dan aspek kognitif dalam berbelanja. Padahal, dalam berbelanja customer tidak hanya didasarkan oleh nilai utilitarian, namun juga nilai hedonic yang fokus pada aspek personal dan emosional dalam berbelanja. Penelitian ini melihat bagaimana nilai hedonic dan nilai utilitarian dapat mempengaruhi perasaan delighted yang dirasakan customer ketika berbelanja dengan metode self-service. Customer delight dalam penelitian ini merepresentasikan reaksi berupa kepuasan yang lebih kuat dibandingkan dengan customer satisfaction. Terdapat variabel-variabel lain dalam penelitian ini, yakni Task Uncertainty, Servicescape, Perceived Control, Perceived Time Pressure, Efficiency dan Fun. Dengan subjek penelitian IKEA Indonesia, sampel penelitian ini adalah customer IKEA Indonesia dengan usia minimal 18 tahun, mengunjungi dan berbelanja di IKEA Indonesia dalam 3 bulan terakhir. Peneliti menggunakan analisis Structural Equation Modelling SEM. Hasil penelitian ini memperlihatkan bahwa customer delight yang dirasakan oleh customer dipengaruhi oleh fun yang mereka rasakan ketika berbelanja.

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Self service method is considered as one of the alternative for company who is facing unsatisfaction problems since self service allows customer to go shopping with their own phase. However, as number of company who adopted self service method increased, research that adressess this method are still focuses on utilitarian value of self service. That being said, they emphasizes functionality and cognitive aspects of self service shopping experiece. In fact, utilitarian value was not the only motivation that drives customer to go shopping. There rsquo s also hedonic value that is focueses on personal and emotional aspects of shopping. This study looks at how hedonic and utilitarian value can affect the customers delight in self service shopping. In this study, customer delight is a form of positive reaction that is stronger than customer satisfaction. There are other variables in this research, namely Task Uncertainty, Servicescape, Perceived Control, Perceived Time Pressure, Efficiency, and Fun. With IKEA Indonesia as the research subject, this research rsquo s sample is IKEA Indonesia rsquo s customer with minimum age 18 years old who visit and shop at IKEA Indonesia in the last 3 months. Structural Equation Modeling SEM analysis is used in this research. The research shows that customer delight spositively influenced by the fun that customer experienced when they were shopping.