

Pengaruh search attribute terhadap intention to review pada shopeemall dimediasi oleh e-satisfaction, commitment, dan e-trust

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Abstrak

ABSTRAK

Digitalisasi telah menggeser perilaku pembelian masyarakat Indonesia dari *offline* ke *online* dengan munculnya *e-commerce*. Merek-merek ternamapun mulai menguatkan eksistensi secara *online* dengan bergabung pada *online marketplace*. Shopee Mall adalah *platform online* yang berisi kumpulan toko *online* resmi dari merek-merek ternama (*official shops online*) dan merupakan bagian dari *online marketplace* asal Asia Tenggara, Shopee. Walaupun demikian, banyak pertimbangan yang terjadi dalam suatu pengalaman belanja *online*. Penelitian ini bertujuan untuk melihat pengaruh *search attribute* pada *intention to review* pada Shopee Mall. Peneliti menguji variabel *service and fulfillment, promotions,* dan *price* terhadap *intention to review* dengan mediasi *e-satisfaction, e-trust,* dan *commitment*. Dengan menggunakan *purposive sampling*, terkumpul sebanyak 275 responden yang kemudian diolah menggunakan metode *structural equation modeling* (SEM). Penemuan yang didapat mengungkapkan bahwa *service and fulfillment,* *promotions,* *price,* *e-satisfaction,* *commitment* memiliki peran penting terhadap *intention to review* di *official shops online*. Walaupun demikian, *service and fulfillment* tidak berpengaruh secara langsung pada *intention to review*. Selanjutnya, *e-trust* memengaruhi *intention to review* secara negatif. Implikasi manajerial dan saran untuk penelitian selanjutnya dibahas dalam penelitian ini.

ABSTRACT

Digitalization has shifted the purchasing behavior of many Indonesians from offline to online with the growth of e-commerce. Even well-known brands began to strengthen their existence online by joining the online marketplace. Shopee Mall is an online platform for official online shops of well-known brands and is part of the Southeast Asian online marketplace, Shopee. However, many considerations occur in an online shopping experience. This study aims to see the effect of search attribute in the intention to review at Shopee Mall. The researcher tested service and fulfillment, promotions, and price variables on the intention to review with e-satisfaction, e-trust, and commitment as mediation. By using purposive sampling, 275 respondents were collected and then processed using the structural equation modeling (SEM) method. The findings revealed that service and fulfillment, promotions, price, e-satisfaction, and commitment have an important role to play on the intention to review on the online official shops. However, service and fulfillment does not affect directly on the intention to review. Furthermore, e-trust affects the intention to review negatively. Managerial implications and suggestions for further research are discussed in this study.