

Teori ekspektasi diskonfirmasi pada perilaku konsumen milenial terhadap low-involvement produk di toko ritel = Expectancy disconfirmation theory on mileniall consumer behavior in retail store

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20497701&lokasi=lokal>

Abstrak

Milenial merupakan generasi yang potensial bagi pelaku usaha, namun mereka merupakan generasi yang cukup menantang karena sikap kritis dan rendahnya loyalitas terhadap merek. Para pengusaha ritel saat ini telah memerhatikan proses berbelanja konsumen, terutama generasi milenial yang memerhatikan proses perjalanan berbelanja mereka. Sebagai low-involvement produk, jenis produk ini lebih sering dicari oleh konsumen di toko ritel, sehingga konsumen lebih sering mengalami pengalaman berbelanja low-involvement produk dibandingkan dengan high-involvement produk. Namun, sedikit literatur yang memaparkan perilaku konsumen milenial pada low-involvement produk. Penelitian ini bertujuan untuk menganalisis bagaimana perilaku milenial dalam proses pencarian dan konfirmasi perilaku pencarian dapat memengaruhi output dan kepuasan konsumen selama perjalanan belanja. Penelitian ini merupakan penelitian cross sectional dengan melakukan regresi berganda dalam analisis hipotesis. Hasil regresi menunjukkan bahwa teori ekspektasi diskonfirmasi terbukti secara statistik terjadi pada proses berbelanja produk low-involvement, ditemukan terdapat pengaruh diskonfirmasi yang dirasakan responden terhadap output pengalaman berbelanja mereka

.....Millennial is a potential generation for industry, yet they are quite challenging because of their critical attitude and low brand loyalty. Recently, retail stores have noticed the consumers shopping journey, especially the millennial generation who pay attention to the process of their shopping journey. As a low-involvement product, this type of product is more often sought by consumers in retail stores, hence consumers more often experience the low-involvement product shopping journey compared to the high-involvement products. However, there is little literature that describes millennial consumer behavior in low-involvement products. This study aims to analyze how millennial behavior in the searching process and confirmation of search behavior can affect consumer output and satisfaction during the shopping trips. This research is a cross sectional study by conducting multiple regression in hypothesis analysis. The regression results indicate that the theory of disconfirmation expectations is statistically proven to occur in searching process for low-involvement products. This study found that there is an effect of disconfirmation that felt by respondents on the output of their shopping experience.