

Pengaruh Aesthetic Appeal, Layout and Functionality dan Financial Security terhadap Perceived E-Shopping Value serta dampaknya terhadap Customer Loyalty pada Sociolla Indonesia = The Effect of Aesthetic Appeal, Layout and Functionality and Financial Security on Perceived E-Shopping Value and its impact on Customer Loyalty at Sociolla Indonesia

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Abstrak

Niat pembelian konsumen dapat dipengaruhi oleh informasi yang berlebih selama belanja *online*. Oleh karena itu, pentingnya menginvestasikan setiap aspek identitas web dan layanan web dalam belanja *online* telah diakui, mulai dari *aesthetic appeal, layout and functionality,* serta *financial security* terhadap *attitudinal loyalty* dan *behavioral loyalty* yang dimediasi oleh *perceived e-shopping value*. Desain penelitian yang digunakan dalam penelitian ini adalah konklusif-deskriptif dengan tipe *cross-sectional*. Metode *purposive sampling* digunakan dalam penelitian ini dengan menganalisis 270 responden berjenis kelamin wanita berusia antara 17 sampai 35 tahun, berdomisili di wilayah JaBoDeTaBek dan pernah melakukan pembelian produk kosmetik dan kecantikan melalui situs web Sociolla paling lama tiga bulan terakhir mulai dari Januari – Maret 2020. Metode pengumpulan data yang digunakan dalam penelitian ini adalah metode survei dengan membagikan kuesioner via *online* dan pengolahan data dilakukan dengan menggunakan teknik *Partial Least Squares - Structural Equation Modelling* (PLS-SEM). Hasil penelitian menunjukkan *aesthetic appeal, layout and functionality,* serta *financial security* memiliki pengaruh terhadap *perceived e-shopping value, attitudinal loyalty* dan *behavioral loyalty.*

Consumer purchase intentions can be influenced by excess information during online shopping. Therefore, the importance of investing every aspect of web identity and web services in online shopping has been recognized, ranging from aesthetic appeal, layout and functionality, as well as financial security to attitudinal loyalty and behavioral loyalty mediated by perceived e-shopping value. The research design used in this study was conclusive-descriptive with cross-sectional type. The purposive sampling method was used in this study by analyzing 270 female respondents aged between 17 to 35 years, residing in the JaBoDeTaBek area and having spent cosmetics and beauty products through the Sociolla website for the latest three months starting from January - March 2020. Method data collection used in this study is a survey method by distributing questionnaires via online and data processing is carried out using Partial Least Squares - Structural Equation Modeling (PLS-SEM) techniques. The results showed that aesthetic appeal, layout and functionality, and financial security have an influence on perceived e-shopping value, attitudinal loyalty and behavioral loyalty.