

# Analisis faktor yang mempengaruhi intensi pembelian pada restoran omnichannel di Indonesia = Analysis of purchase intention drivers on omnichannel restaurants in Indonesia.

Muhammad Elbert Ongko, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20515249&lokasi=lokal>

---

## Abstrak

Kemajuan teknologi dan internet telah mentransformasi lanskap bisnis di seluruh industri, dengan munculnya berbagai saluran berbasis teknologi yang mentransformasi perilaku konsumen saat ini. Strategi omnichannel merupakan strategi pemasaran baru berbasis teknologi diseluruh platformnya dan mengintegrasikan banyak saluran untuk menawarkan shopping journey yang lengkap dan lancar untuk seorang konsumen. Ada gap antara perilaku konsumen yang sudah berubah dengan praktik implementasi strategi omnichannel. Paper ini bertujuan untuk mengidentifikasi dan analisis faktor yang mempengaruhi perilaku konsumen omnichannel saat berbelanja. Model penelitian ini dibentuk berdasarkan model UTAUT2 dan memasukkan variabel penelitian lainya. Model diuji dengan sampel berjumlah 495 responden konsumen restoran omnichannel menggunakan structural equation modeling (SEM). Hasil penelitian ialah, berurut dari yang paling kuat: habit, facilitating conditions, personal innovativeness, hedonic motivation, performance expectancy dan social influence.

.....The advance of technologies has transformed the business landscape all across industries. The omnichannel strategy is a new advanced form of marketing, where by using technology across platforms, enable integration of different channels for consumers to shop with a unique and complete shopping experience. There is a gap between the behavior of consumers and the know-how of companies in implementing omnichannel strategy. This paper aims to analyse the factors that influence omnichannel consumers' behavior in shopping. An original model was developed based on variabels used in UTAUT2 and other previous research. The model was tested with a sample of 495 consumers of omnichannel restaurants using Structural Equation Modelling. The results indicate that key determinants of purchase intention in omnichannel context are, in order of importance: habit, facilitating conditions, personal innovativeness, hedonic motivation, performance expectancy and social influence.