

Analisis determinan customer experience dan implikasinya terhadap customer loyalty dan continue usage intention pada aplikasi mobile wallet di Indonesia = Analysis of customer experience determinants and their implications for customer loyalty and continue usage intention on mobile wallet applications in Indonesia

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Abstrak

Keberhasilan m-wallet dalam memberikan layanan yang sesuai dengan harapan pelanggan tidak hanya dilihat dari peningkatan jumlah pengguna, tetapi juga dari sisi bagaimana menjaga retensi pengguna dalam menggunakan aplikasi, salah satunya adalah dengan mengevaluasi sisi customer experience. Penelitian ini bertujuan untuk mengidentifikasi determinan dari customer experience (CX) dan bagaimana implikasi customer experience (CX) terhadap customer loyalty dan continue usage intention, dimana penelitian difokuskan pada aplikasi mobile wallet (m-wallet). Penelitian ini menggunakan jenis penelitian deskriptif dan teknik survei secara online terhadap 342 responden. Kemudian data diuji menggunakan metode Partial Least Squares - Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa delapan dari 21 hipotesis dinyatakan signifikan, di mana terdapat masing-masing pengaruh yang signifikan dari trust, convenience, social influence, application attributes, dan responsiveness terhadap customer experience, kecuali customer support. Customer experience juga memiliki pengaruh yang signifikan dengan customer loyalty dan continue usage intention. Kemudian variabel moderasi usia dan gender ditemukan tidak memoderasi masing-masing hubungan trust, convenience, social influence, application attributes, customer support, dan responsiveness terhadap customer experience. Hasil penelitian ini akan berkontribusi pada literatur tentang Customer Experience (CX) dan akan membantu penyedia layanan m-wallet dalam mengenali pentingnya CX dan merancang strategi membangun customer experience yang tepat.

.....The success of m-wallet in providing services that meet customer expectations is not only seen from the increase in the number of users but also in terms of how to maintain user retention in using applications, one of which is by evaluating the customer experience side. This study aims to identify the determinants of customer experience (CX) and how the implications of consumer experience (CX) on customer loyalty and continued usage intention, where the object of this research is a mobile wallet application (m-wallet). This study uses descriptive research and online survey techniques with 342 respondents. Then the data was tested using the Partial Least Squares - Structural Equation Modeling (PLS-SEM) method. The results showed that eight of the 21 hypotheses were significant. Each significantly influenced trust, convenience, social influence, application attributes, and responsiveness towards customer experience, except for customer support. Customer experience also significantly influenced customer loyalty and continued service intention. Then the moderating variables of age and gender were found not to moderate the relationships of trust, convenience, social influence, application attributes, customer support, and responsiveness toward customer experience. The results of this study will contribute to the literature on Customer Experience (CX) and assist m-wallet service providers in recognizing the importance of CX and designing strategies to build the right customer experience.