

## Analisis Model S-O-R pada Hari Belanja Online Nasional dengan Peran Price Sensitivity sebagai Moderator = Analysis of the S-O-R Model on National Online Shopping Day Festival with the Role of Price Sensitivity as a Moderator

Damar Sumeru, author

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### Abstrak

Studi ini meneliti hubungan antara Consumer Sentiment yang dipengaruhi oleh variable-variabel stimuli yaitu Online Shopping Atmosphere yang di dalamnya adalah Perceived Festival Entertaining (PFE), Perceived Mass Participation (PMP), Promotion Strategy yang berisi Perceived Temptation of Price Promotion (PTPP), Perceived Categories Richness of Promotion (PCRP), yang dimoderasi oleh Price Sensitivity, dan mempengaruhi Consumer Purchase Intention pada festival Hari Belanja Online Nasional (Harbolnas) di Indonesia. Sebanyak 437 responden telah diperoleh dengan menggunakan teknik purposive sampling dan memberikan repon terhadap kuesioner yang dikirimkan dan diisi secara online. Selanjutnya, Teknik analisis SEM dengan software SmartPLS digunakan untuk menguji 14 hipotesis. Hasil pengolahan data memperlihatkan bahwa dari 14 hipotesis terdapat 6 hipotesis yang tidak didukung. Penelitian ini diharapkan dapat menjadi pertimbangan bagi perusahaan e-commerce di Indonesia untuk membuat strategy marketing yang sesuai dengan keadaan pasar saat ini.

.....This study examines the relationship between Consumer Sentiment which is influenced by stimulus variables, namely Online Shopping Atmosphere which includes Perceived Festival Entertaining (PFE), Perceived Mass Participation (PMP), Promotion Strategy which contains Perceived Temptation of Price Promotion (PTPP), Perceived Categories Richness of Promotion (PCRP), moderated by Price Sensitivity, and influencing Consumer Purchase Intention at the National Online Shopping Day festival (Hari Belanja Online Nasional) in Indonesia. A total of 437 respondents have been obtained by using purposive sampling technique and responding to questionnaires sent and filled out online. Furthermore, SEM analysis technique with SmartPLS software was used to test 14 hypotheses. The results of data processing show that from the 14 hypotheses there are 6 hypotheses that are not supported. This research is expected to be a consideration for e-commerce companies in Indonesia to make marketing strategies that are in accordance with current market conditions