

Pengaruh customer loyalty program terhadap online repurchase intention pada aplikasi pesan antar makanan dengan customer satisfaction sebagai moderator = The effect of customer loyalty program on repurchase intention in food delivery app with customer satisfaction as a moderator

Anthony Christofer, author

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Abstrak

Dalam situasi pandemi COVID-19 aplikasi pesan antar makanan menjadi sebuah bantuan bagi mereka yang tidak bisa pergi dari rumah. Dengan banyaknya jumlah aplikasi pesan antar yang bermunculan maka kompetisi pun semakin ketat. Salah satu cara yang dapat dilakukan adalah dengan meningkatkan repurchase intention melalui program yang menarik perhatian seperti diskon. Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh customer loyalty program terhadap repurchase intention di aplikasi pesan antar makanan dengan melihat peran customer satisfaction sebagai moderator. Penelitian dilakukan dengan metode eksperimental terhadap 260 partisipan mahasiswa pengguna aplikasi pesan antar makanan berusia minimal 18 tahun. Manipulasi dibagi menjadi dua jenis yaitu customer loyalty program tipe tier system dan charge an upfront fee for VIP benefits yang diberikan secara acak kepada partisipan. Hasil menunjukkan tidak ada perbedaan signifikan antara kedua kelompok manipulasi terhadap repurchase intention. Customer satisfaction juga tidak ditemukan memiliki pengaruh signifikan sebagai moderator, namun memiliki pengaruh langsung terhadap repurchase intention pada aplikasi pesan antar makanan. Customer satisfaction dapat diteliti dan juga menjadi fokus lebih lanjut untuk penelitian di masa depan.

.....Because of the COVID-19 pandemic, food delivery apps became a huge help for those who could not leave their homes. With the large number of food delivery applications that sprung up, the competition got tougher. One way to compete is to attract customers with programs that catch their attention such as discounts. This study aims to determine the influence of customer loyalty programs on repurchase intention in food delivery applications by looking at the role of customer satisfaction as a moderator. The study was conducted using experimental methods on 260 student participants who recently use food delivery applications and were at least 18 years old. The manipulation was divided into two types, tier system and charge an upfront fee for VIP benefits which were given randomly to participants. The results showed that there was no significant difference between the two manipulation groups on repurchase intention. Customer satisfaction was also not founded to have a significant impact as a moderator, but had a direct influence on repurchase intention in food delivery applications. Customer satisfaction therefore could be a variable that would be interesting to be look into in future research.