

Pengaruh Perceived Brand Leadership Terhadap Consumer Satisfaction dan Repurchase Intention (Studi pada E-commerce Shopee) = The Effect Of Perceived Brand Leadership On Consumer Satisfaction and Repurchase Intention (Study On E-Commerce Shopee)

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20523990&lokasi=lokal>

Abstrak

Persaingan industri e-commerce saat ini sangat erat. Perusahaan perlu untuk menciptakan repurchase intention pada pelanggan. Konsep perceived brand leadership menjadi faktor pembeda sekaligus keunggulan kompetitif dalam persaingan. Penelitian ini bertujuan untuk menganalisis pengaruh perceived brand leadership terhadap consumer satisfaction dan repurchase intention pada e-commerce Shopee. Analisis olah data dilakukan dengan teknik partial least squares structural equation modeling dengan pendekatan kuantitatif. Hasil penelitian menunjukkan bahwa dimensi perceived brand leadership yaitu perceived quality, perceived value, dan perceived popularity memiliki pengaruh positif terhadap consumer satisfaction dan repurchase intention, sedangkan dimensi perceived innovativeness tidak memiliki pengaruh terhadap keduanya. Kemudian, consumer satisfaction memiliki pengaruh yang positif terhadap repurchase intention.Nowadays, the competition in e-commerce industry is very tight. Companies need to create repurchase intention in customers. The concept of perceived brand leadership is a differentiating factor as well as a competitive advantage in the competition. The purpose of this study is to analyze the influence of perceived brand leadership on consumer satisfaction and repurchase intention on e-commerce Shopee. A partial least squares structural equation modeling analysis was conducted in this study with quantitative approach. The results showed that the dimensions of perceived brand leadership, namely perceived quality, perceived value, and perceived popularity, had a positive effect on consumer satisfaction and repurchase intention, while the dimensions of perceived innovativeness had no effect on both. Then, consumer satisfaction has a positive influence on repurchase intention.