

Analisis pengaruh perceived value, relationship quality, dan customer engagement dimoderasi oleh tingkat value consciousness pada sektor restoran = Analysis of effect between perceived value, relationship quality, and customer engagement moderated by level of value consciousness on restaurant sector.

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Abstrak

Di dunia perdagangan, saat ini perusahaan tidak lagi berharap dari konsumen yang hanya mengonsumsi penawaran mereka, tetapi perusahaan juga mengharapkan keterlibatan konsumen dalam pemasaran agar lebih diterima. Penelitian ini dilakukan dengan tujuan untuk menguji faktor faktor yang dapat mendorong pelanggan untuk terlibat di restoran khususnya McDonald's. Penelitian ini dibuat dengan menggunakan teori engagement dan relationship marketing yang akan memiliki kesimpulan bahwa customer perceived value (CPV) dan relationship quality (RQ) adalah anteseden utama dari customer engagement (CE). Selain itu, hubungan variabel yang dimediasi antara customer perceived value terhadap customer engagement melalui relationship quality juga diuji untuk memahami efek hubungan tersebut. Customer value consciousness (CVC) dimasukkan ke dalam model sebagai variabel yang memoderasi customer perceived value pada customer engagement dan relationship quality. Metode purposive dan convenience sampling digunakan dalam penelitian ini dengan sebanyak 511 responden yang termasuk kedalam kategori penelitian dan dianalisis menggunakan Partial Least Squares - Structural Equation Modeling (PLS-SEM).

.....In the trade/business world, at this moment, the company not only expects the consumer to just bought what the business has to offer, but the company also expects the involvement of the consumer for marketing their product. The aim of this research is to test the factors that encourage the customer to engage in marketing especially at McDonald restaurant. This research based on engagement and relationship marketing theory which concludes that customer perceived value (CPV) and relationship quality (RQ) is primer antecedent for customer engagement (CE). Besides, the relationship of variable that medv iated between customer engagement with relationship quality also tested to understand the effect of this relationship. Customer Value Consciousness (CVC) is considered in the model as variable which moderate consumer perceived value with consumer engagement and relationship quality. Purposive and convenience sampling method is used for this research with 511 respondents participate, and analyzed by Partial Least Squares – Structural Equation Modelling (PLS-SEM).