

Peran Sikap Dalam Memediasi Persepsi Kesenangan (Perceived Enjoyment) Dan Persepsi Risiko (Perceived Risk) Terhadap Intensi Membeli Non-Fungible Tokens (NFT) = The Role Of Attitude In Mediating Perceived Enjoyment And Perceived Risk Towards Purchase Intention Of Non-Fungible Tokens (NFT)

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Abstrak

Non-Fungible Tokens (NFT) adalah salah satu bentuk token digital yang menunjukkan kepemilikan dari sebuah aset digital. Oleh karena itu, penelitian ini bertujuan untuk melihat faktor yang mempengaruhi intensi membeli dari Non-Fungible Tokens (NFT). Dalam hal ini, sikap terhadap skema NFT dilihat sebagai mediator yang mempengaruhi hubungan persepsi resiko (perceived risk) dan persepsi kesenangan (perceived enjoyment) terhadap intensi membeli Non-Fungible Tokens (NFT). Penelitian ini merupakan penelitian korelasional dengan data penelitian yang diperoleh melalui survei secara daring kepada seseorang yang mengikuti perkembangan NFT selama kurang lebih 3 bulan. Perekrutan partisipan dilakukan dengan teknik accidental sampling dengan partisipan yang didapatkan sebanyak 191 partisipan. Analisis mediasi dilakukan dengan menggunakan model 4 dari Hayess's PROCESS model pada IBM SPSS PROCESS versi 4.

Berdasarkan Hasil analisis mediasi menunjukkan bahwa sikap tidak memediasi hubungan antara persepsi kesenangan dan intensi membeli terhadap Non-Fungible Tokens (NFT). Hal ini ditunjukkan dengan tidak ditemukannya efek langsung maupun efek tidak langsung antara persepsi kesenangan dan intensi membeli pada Non-Fungible Tokens (NFT). Lalu, ditemukan pula bahwa sikap tidak memediasi hubungan antara persepsi risiko dan intensi membeli Non-Fungible Tokens (NFT), namun terdapat efek langsung antara persepsi risiko dan intensi membeli pada Non-Fungible Tokens (NFT). Dengan demikian persepsi terhadap resiko perlu menjadi perhatian terhadap perilaku membeli NFT.

.....Non-Fungible Tokens (NFT) is a form of digital token that shows ownership of a digital asset.

Therefore, this study aims to look at the factors that influence the intention to buy Non-Fungible Tokens (NFT). In this case, attitudes towards the NFT scheme are seen as a mediator influencing the relationship between perceived risk and perceived enjoyment of the intention to buy Non-Fungible Tokens (NFT). This research is a correlational study with research data obtained through an online survey of someone who has followed the development of NFT for approximately 3 months. Participant was recruited using accidental sampling technique with total of 191 participants. Mediation analysis was carried out using model 4 from Hayess's PROCESS model on IBM SPSS PROCESS version 4. Based on the results of the mediation analysis, shows that attitude does not mediate the relationship between perceived enjoyment and purchase intention towards Non-Fungible Tokens (NFT). This is indicated by analysis result that shows no direct or indirect effects between perceived enjoyment and purchase intentions for Non-Fungible Tokens (NFT).

Then, it was also found that attitude does not mediate the relationship between perceived risk and intention to buy Non-Fungible Tokens (NFT) but there was a direct effect between perceived risk and purchase intention for Non-Fungible Tokens (NFT). Therefore, perceived risk should be a concern to predicts NFT buying behavior.