

Analisis Pengaruh Intrinsic Motivation dan Shopping Engagement terhadap Intention to Buy Using Mobile App, App Continuance Use Intention, dan Brand Loyalty (Studi Kasus: Tokopedia) = The Influence of Intrinsic Motivation and Shopping Engagement toward Intention to Buy Using Mobile App, App Continuance Use Intention, and Brand Loyalty (Case Study: Tokopedia)

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Abstrak

Pesatnya pertumbuhan pada jumlah transaksi e-commerce membuat pelaku e-commerce di Indonesia dituntut untuk menyusun strategi dalam merespon perubahan perilaku dalam belanja konsumen. Salah satu hal yang dapat dilakukan yaitu menggunakan digitalisasi seperti gamifikasi. Tujuan dari penelitian ini adalah untuk menganalisis bagaimana pengaruh motivasi intrinsik terhadap intensi membeli dan loyalitas pengguna Tokopedia di Indonesia. Penelitian ini berkontribusi untuk mengisi kesenjangan penelitian dengan menambahkan indikator loyalitas merek dan keberlanjutan penggunaan aplikasi e-commerce. Berdasarkan data yang dikumpulkan dari 250 responden, peneliti melakukan pengujian menggunakan Partial Least Square-Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa motivasi intrinsik ditemukan secara positif memengaruhi dan memotivasi pelanggan untuk meningkatkan Shopping Engagement. Shopping Engagement secara positif memengaruhi Intention to Buy Using Mobile App, App Continuance Intention, dan Brand Loyalty. Namun, tidak ada efek moderasi dari pengalaman belanja online sebelumnya. Selanjutnya, Focused Attention berpengaruh negatif dan tidak signifikan terhadap Shopping Engagement. Dan, Previous Online Shopping Experience memengaruhi Intention to Buy Using Mobile App secara negatif. Dari hasil penelitian, Tokopedia dapat memanfaatkan augmented reality, game, dan optimalisasi UI/UX untuk meningkatkan engagement dan fokus pada saat belanja di aplikasi Tokopedia serta merespon customer dengan lebih baik dan cepat agar mereka memiliki pengalaman belanja yang positif sehingga meningkatkan loyalitas pengguna.

.....The rapid growth in the number of e-commerce transactions has forced e-commerce players in Indonesia are required to develop strategies in response to changes in consumer spending behavior. One of the things that can be done is to use digitization such as gamification. The aim of this research is to analyze how intrinsic motivation influences purchase intention and brand loyalty of Tokopedia users in Indonesia. This study contributes to filling the research gap by adding indicators of brand loyalty and the continued use of e-commerce applications. Based on data collected from 250 respondents, researchers conducted tests using Partial Least Square-Structural Equation Modeling (PLS-SEM). The results of the study show that intrinsic motivation is found to positively influence and motivate customers to increase Shopping Engagement, Shopping Engagement positively influences Intention to Buy Using Mobile App, App Continuance Intention, and Brand Loyalty. However, there was no moderating effect from the previous online shopping experience. Furthermore, Focused Attention has a negative and insignificant effect on Shopping Engagement. And, Previous Online Shopping Experience negatively affects the Intention to Buy Using the Mobile App. Therefore, Tokopedia can using augmented reality, games, and UI/UX optimization to increase customer's engagement and focus when shopping on the mobile application and Tokopedia should respond

better and faster to customers so they have a positive shopping experience.