

Pengaruh Perceived Value Terhadap Continuous Purchase Intention Konsumen Pada Live Streaming E-Commerce-Peran Mediasi Consumer Trust Pada Streamer = The Influence Of Perceived Value on Continuous Purchase Intention of Consumers In Live Streaming E-Commerce-The Mediating Role of Consumer Trust in Streamers

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Abstrak

Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh perceived value yang terdiri dari utilitarian value, hedonic value, dan social value terhadap continuous purchase intention dengan adanya variabel mediasi yaitu consumer trust yang terdiri dari trust in streamer dan juga trust in product dalam konteks live streaming e-commerce khususnya Shopee Live. Penelitian ini merupakan penelitian kuantitatif dengan menganalisis data yang terkumpul dari 350 responden melalui survei menggunakan google form. Responden dalam penelitian ini merupakan individu yang minimal berusia 17 tahun dan pernah membeli produk melalui Shopee Live dalam 3 bulan terakhir. Data yang diperoleh kemudian dianalisis dengan menggunakan metode Partial Least Squares Structural Equation Modelling dengan bantuan perangkat lunak SmartPLS 3 untuk analisis data. Penelitian ini menghasilkan bahwa utilitarian value, social value, dan hedonic value memiliki pengaruh positif yang signifikan terhadap trust in streamer. Selain itu juga ditemukan bahwa utilitarian value dan social value memiliki pengaruh positif yang signifikan terhadap trust in product namun hedonic value tidak memiliki pengaruh positif yang signifikan terhadap trust in product. Trust in streamer dan trust in product juga memiliki pengaruh positif yang signifikan terhadap continuous purchase intention. Ditemukan juga jalur yang paling signifikan mempengaruhi continuous purchase intention yaitu utilitarian value trust in streamer continuous purchase intention.

.....This study was conducted with the aim of knowing the effect of perceived value which consists of utilitarian value, hedonic value, and social value on continuous purchase intention with the mediating variable, namely consumer trust which consists of trust in streamers and also trust in products in the context of e-commerce live streaming, especially Shopee Live. This research is a quantitative research by analyzing data collected from 350 respondents through a survey using google form. Respondents in this study are individuals who are at least 17 years old and have purchased products through Shopee Live in the last 3 months. The data obtained was then analyzed using the Partial Least Squares Structural Equation Modeling method with SmartPLS 3 as a software to analyze the data. This study found that utilitarian value, social value, and hedonic value have a significant positive influence on trust in streamers. It was also found that utilitarian value and social value have a significant positive effect on trust in product but hedonic value does not have a significant positive effect on trust in product. Trust in streamer and trust in product also have a significant positive effect on continuous purchase intention. It was also found that the most significant pathway affecting continuous purchase intention is utilitarian value trust in streamer continuous purchase intention.