

The Effect of Hesitation at Checkout Towards Shopping Cart Abandonment on Mobile Shopping Commerce Within Generation Z Consumers in Jabodetabek = Dampak Keraguan saat Checkout pada Shopping Cart Abandonment di Platform Mobile Commerce pada Konsumen Generasi Z di Wilayah Jabodetabek

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Abstrak

Penelitian kuantitatif ini menganalisis hubungan antara Attribute Conflicts, Self-Efficacy, Emotional Ambivalence, Hesitation at Checkout, Subjective Norms, Attitude, Perceived Behavioral Control, Choice-Process Satisfaction, dan Shopping Cart Abandonment pada konsumen Generasi Z (Gen Z) di Jabodetabek. Dikarenakan kemajuan teknologi, perilaku belanja konsumen berubah dengan cepat, terutama bagi Gen Z yang fasih teknologi. Namun, proses belanja melalui ponsel seringkali terhambat dikarenakan Shopping Cart Abandonment. Penelitian ini akan menganalisis fenomena tersebut dengan menggunakan cognition-affect-behavior paradigm dan theory of planned behavior sebagai dasarnya. Data yang digunakan dikumpulkan dari kuesioner online yang diisi oleh konsumen Gen Z, lahir antara tahun 1997- 2007 di wilayah Jabodetabek Indonesia, yang telah memanfaatkan mobile shopping dalam tiga bulan sebelumnya. Data yang terkumpul dari 271 responden dianalisis menggunakan metode Structural Equation Modeling (SEM). Hasil penelitian menunjukkan bahwa Shopping Cart Abandonment dipengaruhi secara signifikan oleh Hesitation at Checkout, Choice-Process Satisfaction, dan Subjective Norms dalam urutan signifikansi. Ditemukan juga bahwa Hesitation at Checkout dipengaruhi secara signifikan oleh Emotional Ambivalence. Emotional Ambivalence juga ditemukan dipengaruhi secara signifikan oleh Subjective Norms, Attitude, dan Perceived Behavioral Control. Temuan ini memberikan wawasan berharga mengenai faktor-faktor yang mempengaruhi Shopping Cart Abandonment pada perangkat ponsel Gen Z di Jabodetabek. Hasil penelitian ini akan membantu bisnis dan platform yang menyasar pelanggan Gen Z.

.....This quantitative research analyzes the relationship between Attribute Conflicts, Self-Efficacy, Emotional Ambivalence, Hesitation at Checkout, Subjective Norms, Attitude, Perceived Behavioral Control, Choice-Process Satisfaction, and Shopping Cart Abandonment among Generation Z (Gen Z) consumers in Jabodetabek. Due to the advancement of technology, the shopping behavior of consumers has changed rapidly, especially for Gen Z who are technology-savvy. Unfortunately, the process of mobile shopping is often hindered by shopping cart abandonment. This research will analyze this phenomenon while incorporating the cognition-affect-behavior paradigm and theory of planned behavior as a basis. The data utilized was collected from an online questionnaire filled by Gen Z consumers, born between 1997-2007 in the area of Jabodetabek Indonesia, who have utilized mobile shopping within the previous three months. The data collected from 271 respondents were analyzed using Structural Equation Modeling (SEM) method utilizing PLS-SEM software. The results revealed that Shopping Cart Abandonment was significantly affected by Hesitation at Checkout, Choice-Process Satisfaction, and Subjective Norms in order of significance. It was also found that Hesitation at Checkout was significantly affected by Emotional Ambivalence. Emotional Ambivalence was also found to be significantly affected by Subjective Norms, Attitude, and Perceived Behavioral Control. These findings provide valuable insights to the factors

influencing Shopping Cart Abandonment on mobile devices of Gen Z in Jabodetabek. The results of this research will help businesses and platforms targeting Gen Z customers.