

Analisis Faktor-Faktor yang Mempengaruhi Loyalitas Pengguna Mobile Payment: Peran Moderasi Alternative Attractiveness (Studi pada Generasi-Z di Indonesia) = Analysis of Factors that Influence Usersâ Mobile Payment Loyalty: The Moderation Role of Alternative Attractiveness (Study on Generation-Z in Indonesia)

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh dari faktor-faktor (functional value, social value, emotional value, epistemic value, dan monetary value) yang termasuk dalam nilai Theory of Consumption Value terhadap loyalty dengan mediasi satisfaction dalam konteks mobile payment dan Generasi-Z di Indonesia, khususnya pulau Jawa. Penelitian ini juga menggunakan variabel alternative attractiveness sebagai variabel moderasi yang dapat mempengaruhi satisfaction terhadap loyalty. Penelitian ini menggunakan data sebanyak 150 responden melalui teknik purposive sampling yang selanjutnya dianalisis menggunakan Partial Least Square-Structural Equation Method (PLS-SEM). Hasil dari penelitian ini menyimpulkan bahwa functional value, social value, dan emotional value berpengaruh secara langsung terhadap satisfaction dan juga memediasi pengaruh tersebut kepada loyalty. Epistemic Value dan Monetary Value terbukti tidak berpengaruh terhadap satisfaction dan loyalty. Terakhir, variabel alternative attractiveness tidak signifikan dalam memoderasi pengaruh antara satisfaction dan loyalty. Hasil ini mengindikasikan bahwa loyalitas Generasi-Z di Indonesia, khususnya pulau Jawa dipengaruhi oleh functional value, social value, dan emotional value.

.....This research aims to determine the influence of factors (functional value, social value, emotional value, epistemic value, and monetary value) included in the Theory of Consumption Value on loyalty with mediation of satisfaction in the context of mobile payments and Generation-Z in Indonesia, especially the island of Java. This research also uses the variable of alternative attractiveness as a moderating variable that can influence satisfaction with loyalty. This research used data from 150 respondents using a purposive sampling technique which was then analyzed using the Partial Least Square-Structural Equation Method (PLS-SEM). The results of this research conclude that functional value, social value, and emotional value have a direct influence on satisfaction and also mediate this influence on loyalty. Epistemic Value and Monetary Value are proven to have no effect on satisfaction and loyalty. Lastly, the alternative variable attractiveness is not significant in moderating the influence between satisfaction and loyalty. These results indicate that the loyalty of Generation-Z in Indonesia, especially the island of Java, is influenced by functional values, social values, and emotional values.