

Peran Live Streaming dalam Membangun Customer Trust, Affective Commitment, dan Customer Engagement dengan E-commerce Seller = The Role of Live Streaming in Building Customer Trust, Affective Commitment, and Customer Engagement with E-commerce Sellers

Wibisono Hardawibawa, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920558971&lokasi=lokal>

Abstrak

Proliferasi dari teknologi memungkinkan sebuah perusahaan untuk dapat memberikan pengalaman belanja online dengan interaktif. Salah satunya adalah dengan melalui fitur live streaming pada platform e-commerce yang telah diadopsi oleh beragam perusahaan sebagai salah satu channel pemasaran langsung. Walaupun demikian, penelitian mengenai strategi live streaming masih sangat sedikit di Indonesia. Penelitian ini bertujuan untuk mengetahui hubungan antara customer's perceived value dari live streaming dalam membangun customer trust, affective commitment, dan customer engagement. Penelitian ini diolah menggunakan Structural Equation Modeling (SEM) berdasarkan data dari 419 responden yang diperoleh melalui penyebaran kuesioner secara purposive sampling terhadap pengguna platform e-commerce yang berusia di antara 17-30 tahun dan pernah menonton live streaming di e commerce dalam satu minggu terakhir. Hasil dari penelitian ini membuktikan adanya pengaruh positif antara utilitarian value dan symbolic value pada trust in product dan seller. Hedonic value mempengaruhi trust in seller secara positif. Hedonic value dan symbolic value berpengaruh secara positif terhadap affective commitment. Trust in product mempengaruhi trust in seller secara positif. Selanjutnya, symbolic value, trust in seller, dan affective commitment mempengaruhi customer engagement secara positif. Implikasi manajerial serta saran bagi penelitian selanjutnya akan dibahas lebih lanjut pada penelitian ini.

..... The proliferation of technology supports a company to be able to provide an interactive online shopping experience. One of them is through the live streaming feature on the e-commerce platform which is adopted by various companies as one of the direct marketing selling tools. However, research on live streaming strategies is still very little in Indonesia. This study aims to determine the relationship between customer's perceived value of live streaming in building customer trust, affective commitment, and customer engagement. This study was processed using Structural Equation Modeling (SEM) based on data from 419 respondents obtained through purposive sampling of questionnaires to e-commerce platform users aged between 17-30 years and had watched live streaming on e-commerce in the past week. The results of this study prove that there is a positive influence between utilitarian value and symbolic value on trust in product and seller. Hedonic value positively affects trust in seller. Hedonic value and symbolic value have a positive effect on affective commitment. Trust in product affects trust in seller positively. Furthermore, symbolic value, trust in seller, and affective commitment affect customer engagement positively. The managerial implications and suggestions for further research will be discussed further in this study. The managerial implications and suggestions for further research will be discussed further in this study.