

INTISARI

Penelitian ini ditujukan untuk menguji pengaruh nilai belanja hedonik yang meliputi nilai belanja entertainment, nilai belanja petualangan, nilai belanja gratifikasi, nilai belanja sosial, nilai belanja status, nilai belanja ide, nilai kesepakatan terbaik dan kepercayaan pada loyalitas konsumen pada suatu ritel berbasis daring. Data diperoleh melalui survei kepada 201 responden di Indonesia yang pernah berbelanja pada situs belanja daring Bukalapak, Tokopedia, dan Shopee. Analisis data dilakukan dengan menggunakan Structural Equation Modelling-Partial Least Square (SEM-PLS) untuk menguji kesesuaian model yang dihipotesiskan dengan data yang diperoleh. Pengujian mekanisme moderasi menggunakan Teknik analisis multigroup Kock (2013) yang membagi data menjadi dua kelompok sampel.

Hasil analisis data menunjukkan bahwa dari tujuh aspek nilai belanja hedonik meliputi nilai belanja entertainment, nilai belanja gratifikasi, nilai belanja status, dan nilai kesepakatan terbaik berpengaruh signifikan terhadap loyalitas konsumen pada ritel daring. Aspek nilai belanja petualangan, nilai belanja sosial, dan nilai belanja ide tidak berpengaruh signifikan pada loyalitas konsumen pada ritel daring. Temuan penelitian ini juga menemukan bahwa generasi sebagian besar memperkuat hubungan antara aspek nilai belanja hedonik dan kepuasan terhadap ritel daring, sedangkan sebagian lainnya memperlemah hubungan antara aspek nilai belanja hedonik dan kepuasan terhadap ritel daring. Penelitian ini memiliki implikasi empiris dan praktis serta saran penelitian untuk penelitian di masa yang akan datang.

Kata kunci: nilai belanja hedonik, kepercayaan, kepuasan terhadap ritel daring, loyalitas terhadap ritel daring, generasi.

ABSTRACT

This study aimed to examine the effect of hedonic shopping value which includes entertainment shopping value, adventure shopping value, gratification shopping value, social shopping value, status shopping value, idea shopping value, best deal value and trust in consumer loyalty in an online retail. Data was obtained through a survey of 201 respondents in Indonesia who had shopped online at Bukalapak, Tokopedia and Shopee online shopping sites. Data analysis was performed using Structural Equation Modeling-Partial Least Square (SEM-PLS) to test the suitability of the model hypothesized with the data obtained. The moderation mechanism testing uses Kock's multigroup analysis technique (2013) which divides the data into two sample groups.

The results of data analysis show that of the seven aspects of hedonic shopping value including the value of entertainment spending, the value of shopping gratuities, the value of shopping status, and the value of the best deal significantly influence consumer loyalty in online retail. Aspects of the value of adventure shopping, the value of social shopping, and the value of shopping ideas do not have a significant effect on consumer loyalty in online retail. The findings of this study also found that generation largely strengthened the relationship between aspects of hedonic shopping value and satisfaction with online retail, while others weakened the relationship between aspects of hedonic shopping value and satisfaction with online retail. This research has empirical and practical implications as well as research suggestions for future research.

Keywords: hedonic shopping value, trust, satisfaction towards online retail, loyalty towards online retail, generation.