

Pengaruh antecedents online relationship quality dan dampaknya pada loyalitas konsumen: Moderasi loyalty program = The influence of antecedents online relationship quality and its impact on customer loyalty: Loyalty program moderation

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Abstrak

Terlepas banyaknya program loyalitas pada e-commerce marketplace, penelitian hubungan antara loyalty program dengan online relationship quality masih langka. Tujuan penelitian ini adalah untuk menginvestigasi hubungan antara faktor – faktor (antecedents) dan konsekuensi dari online relationship quality dalam industri e-commerce marketplace dan untuk mengetahui bagaimana program loyalitas memoderasi variabel attitudinal dan behavioral loyalty sebagai konsekuensi dari online relationship quality. Data dikumpulkan dari 769 pengguna e-commerce marketplace di Indonesia sebagai responden dalam penelitian ini. Hipotesis dalam penelitian ini diuji dengan structural equation modeling - partial least squares (SEM-PLS). Hasil pengujian menunjukkan bahwa 10 dari 11 hipotesis yang mengukur pengujian langsung antecedents online relationship quality dan konsekuensi dari online relationship quality diterima, hal tersebut menunjukkan bahwa online relational bonds dan persepsi reputasi vendor mempengaruhi online relationship quality. Hasil pengujian yang menguji moderasi loyalty program menunjukkan 1 dari 4 hipotesis diketahui memoderasi hubungan online relationship quality dengan konsekuensinya yaitu EWOM pada kelompok subsample Low loyalty Program. Namun 3 hipotesis lainnya menunjukkan bahwa loyalty program tidak memperkuat hubungan online relationship quality dengan variabel online customer review dan behavioral loyalty. Penelitian ini memberikan gambaran bagaimana antecedents dari online relationship quality dan konsekuensinya dan moderasi loyalty program yang dilakukan e-commerce dapat disesuaikan sebagai panduan untuk memperkuat kualitas hubungan e-commerce dengan pelanggan dan meningkatkan loyalitas pelanggan.

.....Despite the abundance of loyalty programs in e-commerce, their interplay with online relationship quality is scarce. The purpose of this study is to investigate the antecedents and consequences of online relationship quality in the e-commerce marketplace and to test if and how a loyalty program moderates consumer attitudinal and behavioral loyalty as the online relationship quality outcomes. The study is explanatory research, data were collected from 769 e-commerce marketplace buyers in Indonesia that participated in this study by completing questionnaires. The research hypotheses were tested using structural equation modeling - partial least squares (SEM-PLS). The results showed that 10 out of 11 hypotheses that measured the direct effect of antecedents online relationship quality on consequences online relationship quality are supported, it exhibits that online relational bonds and perceived vendor reputation affected online relationship quality. To assess the moderation of loyalty program, this study split samples into low and high loyalty program group. However only 1 out of 4 hypotheses of moderating effect from loyalty program are supported, it showed that loyalty program moderates the connection between online relationship quality and EWOM. This study provides wide antecedents of online relationship quality and their consequences towards attitudinal and behavioral loyalty with loyalty program for e-commerce marketplace, through being aware of them e-commerce could adjust their suitable guideline to sustain their relationship quality with online

customers and choose a suitable loyalty program to help increasing customer loyalty.