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Fakultas Ekonomi dan Bisnis, Universitas Pelita Harapan,
Kampus Universitas Pelita Harapan Gedung F Lt. 12, Lippo Karawaci, Tangerang 15811

Phone: 021-5460901

Email: imjournal@uph.edu

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UNDERSTANDING CUSTOMER LOYALTY IN INDONESIA QUICK SERVICE RESTAURANT INDUSTRY

Juliana*, Amelda Pramezwary, Dhana Calista Oktaviani, Felicia Tania E, Michelle A. Benly

Universitas Pelita Harapan, Tangerang, Indonesia

e-mail: juliana.stpph@uph.edu

*(Corresponding Author indicated by an asterisk *)*

ABSTRACT

In the restaurant industry, customer loyalty has become the most important strategic goal. The impact of service quality dimensions on customer loyalty is investigated using the SERVQUAL scale's dimensional structure in fast food restaurant service environments. Pizza Hut is a well-known fast-food chain that appeals to people of all ages, from children to the elderly. Pizza Hut has locations throughout the city as well as internationally. Each branch's level of service is unquestionably different. Pizza Hut Indonesia will be the subject of this study. A sample of 100 respondents is used to create and test research hypotheses. Quantitative research is the form of research that we used in this study. A questionnaire was used to collect data from everyone who has ever visited Pizza Hut Indonesia. PLS-SEM was utilized to perform the data analysis. According to the data, total consumer loyalty is 44,8 percent. As a consequence of this research, consumer loyalty at Pizza Hut Indonesia is substantially influenced by service quality.

Keywords: Service quality; Customer Loyalty

INTRODUCTION

Service efficiency, according to academics and analysts, is crucial for gaining client retention and loyalty as a distinct advantage (Martinelli & Balboni, 2012). Rather of cooking, people are increasingly opting to eat out (Unilever Food Solutions, 2011). Despite increasing demand, the restaurant sector is very competitive, therefore customer retention is crucial (Wang & Chen, 2009). On the other hand, a restaurant sells more than simply food; it also sells experiences. To increase competition in the foodservice business and promote customer retention and loyalty, more companies are establishing to assess effective advertising techniques. However, few studies on food intake and representation have been conducted in Asia (Seo et al., 2015), with the majority of empirical research focusing on Indonesian full-service restaurants.

Several studies have looked into restaurant efficiency, evaluating the principles and outcomes using various scales. Researchers have not fully examined the rate of fast-food services, despite the fact that restaurant service efficiency must be considered a significant strategy in study connected to satisfaction and loyalty in fast food restaurants (Wu & Mohi, 2015). This term can be regarded the start of customer loyalty in the fast-food sector (Stathopoulou & Balabanis, 2016). As a result, it should be considered one of the mediating elements in the relationship between satisfaction and loyalty. The existing research does not give extensive evaluations of specific interactions, attributes, service efficiency, or customer happiness, nor does it cover the entire background of restaurants and facilities. Customer happiness is becoming increasingly significant in service marketing literature as a result of the benefits connected with attracting existing clients (Wu, 2011). Though consumer loyalty is an important topic for financial services marketers in Indonesia, there is currently little research on the key predictors of loyalty and their relationships (Baumann et al., 2011). Advertisers can benefit from this study's findings on service efficiency and customer happiness. Several researchers assessed the SERVQUAL metrics of tangibility, efficiency, empathy, openness, and certainty on consumer loyalty. This time, the researchers want to evaluate how SERVQUAL affected user satisfaction. Service efficiency, according to other studies, has a direct impact on consumer pleasure but has minimal impact on customer loyalty. When it comes to the company's image and expectations of price fairness, however, there are several factors to consider. Because Pizza Hut is a well-known firm that serves the most famous pasta and pizza, it was chosen for this study.

Service quality, according to Schiffman et al. (2012), determines whether customers remain loyal to a company. Advertisers and customer-service organizations are finding that the expenses of recruiting potential customers are far higher than the price of maintaining current customer connections in today's fast-paced business landscape (Myler, 2016). Enhancing service efficiency, according to Etemad-Sajadi and Rizzuto (2013), is crucial to establishing a competitive advantage. Companies have shifted their focus to the value of preserving competition by evaluating service quality from the perspective of consumers, beginning with a major service quality change initiative, because low service quality contributes to higher costs for attracting new customers (Taap et al., 2011), including the firm's competitors.

As a result of rising global competition, businesses are seeking to maintain a strategic advantage in a variety of sectors. One strategy is to offer products that are superior to those given by competitors (Hussain et al., 2015; Kim, 2011; Wu et al., 2015; Zameer et al., 2015). The nature of the services offered determines the performance of a service-based business (Thaichon et al., 2014). Service efficiency has no direct impact on consumer happiness, according to a survey by (Bakti & Sumaedi, 2013). Service efficiency, according to Bapat (2017), is a predictor of customer loyalty. Based on the research gap and market phenomena

indicated, analysis tasks may be presented to construct a computational model to bridge the gap between service quality and consumer pleasure. Is there a link between service quality and customer loyalty, as the research question suggests? The goal of this study is to fill in the gaps in our understanding of the relationship between service quality and customer loyalty. The importance of this study rests in its ability to give light on the application of marketing theory and how academics should perceive variables in the future. The author presents a literature review, research theories, conceptual models and research methodologies, data collection techniques, data interpretation and observations from this piece, as well as a debate and research conclusions. As a result, the market for government operations has become more concentrated and competitive. Instead of attracting new consumers, service businesses concentrate on retaining existing ones. In the food industry, it's critical to comprehend how customers choose a restaurant (El-Adly & Eid, 2016).

LITERATURE REVIEW

The fast-food restaurant industry is a complex and quickly increasing industry all over the world. Building relationships with customers and providing exceptional service are crucial in the restaurant industry (Saleem & Raza, 2014). Because services are intangible, they cannot be calculated or quantified. A delivery service delivers the food to the eatery. Food providers serve as a conduit for distribution speed and consistency. Consumer feelings, views, and desires are more important than ever in the fast-food restaurant industry. Customer happiness is influenced by both tangible and intangible factors. The type of menu or menu selection, as well as the quality of service, are essential considerations in restaurant selection and customer satisfaction (Han et al., 2018).

Customers now have access to a wide range of brands. Fast food businesses provide food and service to their customers in a competitive market. As a result, fast food restaurants must foster positive customer relationships (Mason et al., 2016; Momtaz et al., 2013). Customer loyalty is essential for establishing positive customer connections (Al-Ansi et al., 2018). Customers that are pleased with their service are more inclined to return (Carranza et al., 2018; Espinosa et al., 2018; Nguyen et al., 2018). De Waal and van der Heijden (2016) propose eight behavioral issues for customer loyalty, but they ignore common elements like weather, location, and climate when assessing customer pleasure and loyalty in fast food businesses. Consumer impressions of service and meal quality are the most critical aspects in keeping customers pleased in fast-food restaurants (Carranza et al., 2018; Shamah et al., 2018).

Customer happiness is a topic that has gotten a lot of attention in marketing science, and it has a variety of different definitions (Kim, 2011; Tarus & Rabach, 2013). Loyalty is defined as an attitude that encompasses desires as well as a willingness to provide suggestions (Eid, 2015). According to Kim et al. (2015), customer happiness is crucial for company growth, and it is better to retain current customers than to acquire new ones. Customer satisfaction will assist you in gaining a competitive advantage (Makanyeza, 2015; Tarus & Rabach, 2013). Financial considerations, organizational process considerations, learning and development considerations, consumer considerations, and critical customer metrics such as customer retention, customer engagement, number of new clients, and customer preferences are all widely used to determine business success. Loyalty is a key factor in determining a company's success. Maintaining long-term client relationships is common (Morgan & Hunt, 1994).

According to academics (Al Otaibi & Yasmeen, 2014), more research is needed into the impact of service quality and customer retention on customer loyalty. According to prior exploratory studies, clients evaluate service efficiency using the same general factors regardless of the type of service. SERVQUAL is a well-known method for evaluating service

efficiency in the service industry. According to the American Society for Quality (Kotler & Keller, 2020), quality is the sum of a product's or service's functioning and qualities that contribute to its ability to directly or implicitly meet consumer requests. It also demonstrates that the customer is at the center of the service. Furthermore, a corporation has supplied consistency if its goods and services fulfill the wants and aspirations of its clients. A high-quality company constantly meets the needs of all of its customers. Over the last few decades, service efficiency has gained a lot of momentum as a construct in marketing studies (Izogo & Ogba, 2015). Customer loyalty is directly related to service excellence (Hussain et al., 2015). This is a customer assessment of the company's overall excellence or service excellence (Zeithaml et al., 1988). Service efficiency refers to the overall perception of customers' assessments of a company's operations (Hussain et al., 2015; Wang, 2010). Dependability, assurance, tangibility, empathy, and responsiveness are five characteristics that make up service quality (Lovelock & Wirtz, 2011; Wu et al., 2015). Because services are subjective, they are primarily assessed based on existing information. As a result, quantifying them is impossible. Choi and Kim (2013) developed a model that examined the impact of consistency in results on customer satisfaction, discovering that quality influences customer satisfaction and that customer satisfaction functions as a mediator between quality and customer loyalty. Liat and Abdul-Rashid (2011) propose a model of customer loyalty in the hospitality industry, in which loyalty is influenced by satisfaction, which is influenced by service quality; Liat and Abdul-Rashid (2011) also discovered that customer satisfaction mediates the relationship between quality and customer loyalty. Quality is a subjective concept that varies according to one's experience, characteristics, and needs. Three consistency orientations must be aligned with one another in customer expectations, goods, services, and procedures. Consistent service quality will promote employee loyalty, employee satisfaction, and corporate profitability (Fernandes & Solimun, 2018).

Relationship of Service Quality and Customer Loyalty

According to Mahmood et al. (2018), service quality has a favorable impact on customer loyalty. According to Al-Rousan et al. (2010), service quality has an impact on customer loyalty. According to the study by Datsomor (2012), the five characteristics of service quality and customer loyalty have a favorable link. Service quality, satisfaction, and company image have a direct and positive influence on loyalty, according to Makanyeza & Chikazhe (2017); satisfaction and corporate image mitigate the effect of service quality on loyalty. According to the literature, service quality has a direct impact on corporate performance and is linked to increased market share (Tan & Lim, 2012). According to Famiyeh et al. (2018), the characteristics of service quality, empathy, and mechanical dependability have a positive and significant association with customer loyalty; however, assurance, responsiveness, and physical form have no significant relationship with customer loyalty. Service quality aspects are a strong predictor of customer happiness and loyalty, according to a study by Izogo & Ogba (2015). Customer loyalty is influenced by service quality, according to studies (Al-Hawari, 2015). Customer loyalty is measured using five SERVQUAL model dimensions: tangibility, reliability, responsiveness, assurance, and empathy, where empathy is defined as an individual's care and concern (Rodrigues et al., 2011). Many studies have found a strong link between greater service quality, intended marketing results, increased earnings, customer satisfaction, and customer loyalty (Abdullah, et al., 2011)

The following hypothesis can be made based on the given explanation:

H₁: The higher the quality of service, the more customer loyalty will be

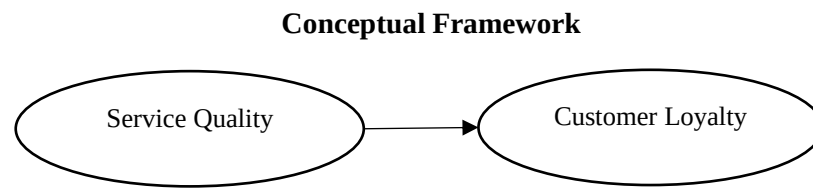


Figure 1. Conceptual Framework
 Source: (Mahmood et al., 2018)

RESEARCH METHOD

This study employs a causal associative research method, which employs a quantitative approach to describe the causal relationship between the independent and dependent variables. It will be established that the factors analyzed have a substantial relationship (Sugiyono, 2014). Service quality and customer loyalty - the unit of analysis for individual pizza buyers - are included in the study object. Consumers who have purchased pizza make up the study's demographic. Purposive sampling was employed as a sample strategy. They used the Lemeshow algorithm to calculate the number of samples and got 100 responses. To be analyzed and to obtain results, all data collected in this study was sourced from primary data. Primary data, according to Sekaran & Bougie (2018), is information received directly from researchers on the variables of relevance for specific study purposes. Researchers gathered the basic data by distributing online questionnaires about service quality and how it affects customer loyalty. PLS-SEM was used to analyze the data. Customer loyalty can be measured. The Likert scale is used to examine how strongly the individual agrees or disagrees with statements on a seven-point scale ranging from strongly disagree to strongly agree, according to Sekaran & Bougie (2018), who used it to measure the variables in this investigation.

RESULTS AND DISCUSSION

Descriptive Analysis

The author has distributed a total of 100 questionnaires to 100 respondents. The questionnaire was distributed using a link created via a Google form.

Table 1. Results of Processed Respondent Profile Data

No	Statement	Answer	Frequency	Percentage
1	Gender	Male	34	34,0%
		female	66	66,0%
2	Age	17-21	80	80,0%
		22-25	12	12,0%
		26-30	5	5,0%
		31-35	3	3,0%

3	How often to buy pizza	Tidak Pernah	7	7,0%
		Jarang	39	39,0%
		Lumayan Sering	34	34,0%
		Sering	20	20,0%
4	Consideration	Rasa	52	52,0%
		Harga	12	12,0%
		Pelayanan	36	36,0%
5	Expenses	<Rp. 50.000	4	4,0%
		Rp. 50.000 - Rp. 100.000	39	39,0%
		Rp. 100.000 - Rp. 300.000	38	38,0%
		>Rp. 300.000	19	19,0%

Source: Data Processed Result (2021)

Table 1 shows the collected data with a total of 100 respondents, it can be seen that more than 50% where the majority of respondents who filled out the questionnaire were women, 66% (66 respondents), and only 34% male (34 respondents). From Table 1, it can also be seen that the majority of respondents' age is 17–21 years, which is 80% (80 respondents). It can be seen in Table 1 that the majority of the frequency of visiting it or how often it is rarely is 39 respondents (39%). It can also be seen that the majority visit considerations because of taste as much as 52% (52 respondents). The majority of expenditures are in the price range of Rp. 50,000–Rp. 100,000 as many as 39 respondents (39%). The results showed that most respondents agreed with the K.L. 1 indicator, namely as many as 12 respondents (57.15%). It can be seen that the majority of respondents agree with the K.L. 2 indicator, namely as many as 12 respondents (57.15%). It can also be seen that the majority of respondents agree with the K.L. 3 indicator, namely as many as 12 respondents (57.15%). It can be seen that the majority of respondents agree with the K.L. 4 indicator as many as 13 respondents (62%). It can be seen that the majority of respondents agree with the K.L. 5 indicator as many as 12 respondents (57.15%). The results show that most respondents strongly agree with the CL1 indicator, as many as 40 respondents (40%). The majority of respondents agreed with the CL 2 indicator as many as 40 respondents (40%). It can also be seen that the majority of respondents agree with the CL 3 indicator, as many as 40 respondents (40%). It can be seen that the majority of respondents agree with the CL 4 indicator, as many as 38 respondents (38%). The majority of respondents strongly agree with the CL 5 indicator, as many as 35 respondents (35%).

Table 2. Evaluation of the Measurement Model

Variable	Outer Loading
Service Quality=KL (AVE=0.601 , CR= 0.883	
KL1	0.749
KL2	0.766
KL3	0.770
KL4	0.747
KL5	0.840
Customer Loyalty=LP (AVE=0.625 , CR = 0.893	
CL1	0.765
CL2	0.791
CL3	0.788
CL4	0.829
CL5	0.777
Note : AVE (Average Variance of Extracted, CR= Composite Reliability, *significant (one-tailed test, p<0.05)	

Source: SmartPLS 3.0 Processing Results (2021)

A latent variable can have strong reliability if the composite reliability value is greater than 0.7, according to Hair et al. (2019). The alpha value of Cronbach's is more than 0.7. According to Hair et al. (2019), each construct passes the convergent validity requirements with an AVE value of 0.5. Cronbach's alpha and composite reliability scores for all latent variables tested in this study are greater than 0.7, indicating that all latent variables are trustworthy. The square root AVE of each variable is greater than the correlation value across variables, demonstrating that all constructs meet the convergent validity condition. As a result, it's possible to say that this research passed the discriminant validity test.

Table 3. Reliability Test

Construct	Cronbach's Alpha
Service Quality	0.834
Customer Loyalty	0.850

Source: SmartPLS 3.0 Processing Results (2021)

Discriminant validity is assessed using the Fornell-Lacker criterion. The Fornell-Lacker criterion, according to Hair et al. (2014), compares the value of AVE's square root with the correlation between variables. Discriminant validity is achieved when the square root value of the AVE for each variable is greater than the correlation value between variables in the model.

Table 4. Fornel-Larcker criteria

Variable	Service Quality	Customer Loyalty
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Service Quality	0.775	
Customer Loyalty	0.669	0.790

Source: SmartPLS 3.0 Processing Results (2021)

Table 5. HTMT Ratio

Variable	Service Quality	Customer Loyalty
Service Quality		
Customer Loyalty	0.787	

Source: SmartPLS 3.0 Processing Results (2021)

Cross-loading of the indicator, the Fornell and Larcker criterion, and the Heterotrait-monotrait (HTMT) correlation ratio can all be used to assess discriminant validity. When it comes to cross-loading, the factor loading indicators on the assigned construct must be greater than all other loading indicators, with the factor loading cut-off value more than 0.70. Hair et al. (2011) and Hair et al. (2014) are two examples of this. If the HTMT is greater than 0.90 for conceptually related items, there is a problem with discriminant validity (Henseler et al., 2015)

Evaluation of the Structural Model (Inner Model)

The R-Squared (R²) test and the significance test using path coefficient estimates are used to evaluate the structural model in SEM with PLS. Hair et al. (2019) claim that criteria Multikolinearity > 10 is considered critical, 5-10 is considered likely, 3-5 is considered advised, and 3 is considered desirable. As a result, there is no problem with multicollinearity, and the independent variables are uncorrelated.

Table 6. VIF-Variance Inflation Factor

Variable	Service Quality	Customer Loyalty
Service Quality		1.000

Source: SmartPLS 3.0 Processing Results (2021)

R Squared (R²) Testing the Coefficient of Determination

Output for R² value using smartPLS 3.0 computer program is obtained:

Table 7. R Squared

	R Square	Adjusted R Square
Customer Loyalty	0.448	0.442

Source: SmartPLS 3.0 Processing Results (2021)

The R²-value is used to determine how much an independent latent variable influences the latent dependent variable. According to Hair et al. (2014), if the R² value is greater than 0.75, it is considered substantial; if the R² value is between 0.5-0.75, it is considered moderate; and if the R² value is less than 0.5, it is considered weak. Customer loyalty has a R squared value of 0.448. This denotes that the model is rated as poor.

Significance Test

The significance test of the SEM model with PLS aims to analyze the effect of exogenous variables on endogenous variables. Hypothesis testing with the PLS-SEM method is carried out by performing a bootstrap process with the help of the PLS 3.0 smart computer program so that the relationship between the influence of exogenous variables on endogenous variables is as follows, according to Hair et al. (2019) Q^2 Prediction $> 0 - 0.25$: small prediction, $0.25 - 0.50$: medium prediction, 0.50 : big prediction. The research model has a moderate predictive value because it has a Q^2 prediction value of 0.412.

Table 8. Q Squared Predict

Construct	RMSE	MAE	Q2 Predict
Customer Loyalty	0.804	0.612	0.412

Source: SmartPLS 3.0 Processing Results (2021)

Table 9. Hypothesis Testing

Hypothesis	Relationship	Beta	SE	T Statistics	P-Values	Decision
H1	Service quality → customer loyalty	0.669	0.046	14.408	0.000	<i>Supported</i>

Source: SmartPLS 3.0 Processing Results (2021)

DISCUSSION

Customer loyalty is influenced by service quality, according to the findings of the study. In a more specific context, consumers will increase customer loyalty if they have the perception that Pizza Hut always provides the best service to consumers. The findings of the study come from the literature, which suggests that service quality has an impact on customer loyalty (Al-Hawari, 2015; Ladhari et al., 2011; Mahmood et al., 2018). Moreover, the results of the literature speculation confirm that customer personality traits might influence the relationship between quality and loyalty.

CONCLUSION

This study aims to contribute to a better understanding of consumer loyalty in the Indonesian fast-food restaurant business. The studies revealed that customer loyalty is largely determined by service quality. The research hypothesis testing revealed that at Pizza Hut Indonesia, service quality has a considerable or strong impact on customer loyalty. The study's findings are consistent with previous research (Mahmood et al., 2018). Pizza Hut Indonesia has a reasonably high level of customer loyalty. The findings of this study show that service quality has an impact on customer loyalty. Based on the conclusions drawn from the preceding, it can be stated that future researchers can expand this research by including more diverse and in-depth characteristics, such as customer satisfaction variables and servicescapes. Prices and the findings of this study can be expanded in the future, and the number of respondents will continue to rise. The study item is examined more thoroughly so that diverse outcomes can be

crisper and more detailed than previously and can be generalized. If the research is conducted in a comparable way, the outcomes of this study will be of little use to future scholars.

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PERAN DARI DIMENSI *BRAND EXPERIENCE* RESTORAN DALAM MENCIPTAKAN *BRAND LOYALTY* DAN DAMPAKNYA TERHADAP *BRAND EQUITY*

Brittney E. D. Halik, Cindy Octavia, Jefta Julian, Margaretha Pink Berlianto*

Universitas Pelita Harapan, Tangerang, Indonesia

e-mail: margaretha.berlianto@uph.edu
(Corresponding Author indicated by an asterisk *)

ABSTRACT

The purpose of this study is to investigate the effect of brand experience's dimension which is sensory, affective, behavioral, and intellectual experience on the dimensions of customers' brand loyalty (willingness to pay more, word of mouth, and repurchase intention) and its impact towards brand equity at the Sushi Tei restaurant located in Supermal Karawaci. This study uses quantitative approach and the data is gathered through the distribution of questionnaire with a sample of 260 respondents. The qualifications of the respondents are customers who ate at Sushi Tei restaurant at least once within the last three months. This study uses a non-probability sample design – purposive sampling. The analysis process used Partial Least Squares-Structural Equation Modeling. The analysis result shown that sensory experience, affective experience, behavioral experience, dan intellectual experience have positive effect on willingness to pay more and word of mouth. Affective experience and intellectual experience have positive effect on repurchase intention. Willingness to pay more, word of mouth and repurchase intention have positive effect on brand equity. However sensory experience and behavioral experience have no effect repurchase intention.

Keywords: *sensory experience; affective experience; behavioral experience; intellectual experience; willingness to pay more; word of mouth; repurchase intention*

ABSTRAK

Penelitian ini bertujuan untuk menginvestigasi pengaruh dimensi-dimensi dari brand experience yaitu *sensory, affective, behavioral, dan intellectual experience* terhadap dimensi-dimensi dari *brand loyalty (willingness to pay more, word of mouth, and repurchase intention)* dan pengaruh dimensi dari *brand loyalty* tersebut terhadap *brand equity* pada restoran Sushi Tei yang berlokasi di Supermal Karawaci. Terdapat 15 hipotesis pada penelitian ini. Penelitian ini menggunakan pendekatan kuantitatif di mana data diperoleh dengan menyebarkan kuisioner sebanyak 260. Penelitian ini menggunakan *purposive sampling* dengan kriteria individu yang pernah bersantap di Sushi Tei Supermall Karawaci sebanyak sekali dalam kurun waktu tiga bulan terakhir. Metode analisis data menggunakan PLS-SEM. Hasil penelitian menunjukkan bahwa *sensory, affective, behavioral, dan intellectual experience* berpengaruh positif terhadap *Willingness to pay more* dan *word of mouth*. *Affective experience* dan *intellectual experience* berpengaruh positif terhadap *repurchase intention*. *Willingness to pay more, word of mouth* dan *repurchase intention* berpengaruh positif terhadap *brand equity*. Akan tetapi *sensory experience* dan *behavioral experience* tidak berpengaruh positif terhadap *repurchase intention*.

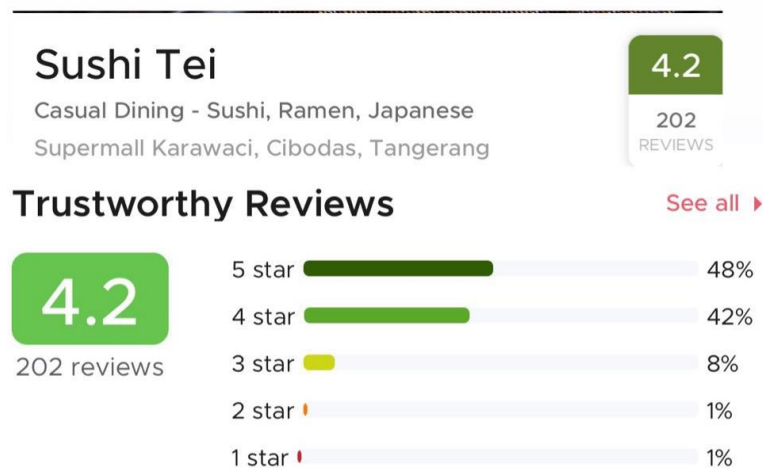
Kata Kunci: *sensory experience; affective experience; behavioral experience; intellectual experience; willingness to pay more; word of mouth; repurchase intention*

PENDAHULUAN

Seiring dengan perkembangan zaman dan kompleksnya kebutuhan serta keinginan pelanggan menyebabkan perubahan yang signifikan di setiap aspek kehidupan. Salah satunya adalah perubahan dalam industri perdagangan, makanan, jasa dan informasi. Perubahan tersebut berdampak pada gaya hidup (*lifestyle*) masyarakat (Rahmasari & Suharno, 2017). Sebelumnya orang hanya makan restoran atau *casual dining* ketika sedang merayakan ulang tahun atau acara-acara khusus lainnya, di mana waktu atau *moment* makan di luar merupakan pengalaman yang mengesankan dan abadi. Namun, dengan berkembangnya zaman, *moment* mengunjungi atau bersantap di restoran sudah menjadi hal yang biasa dan menjadi gaya hidup kasual dari perilaku konsumen saat ini secara global. Perkembangan global juga membuat berbagai jenis masakan dari negara asing masuk ke Indonesia, seperti masakan Amerika, Jepang, Korea dan lainnya.

Berdasarkan survei awal yang disebarakan kepada 108 responden untuk penelitian ini mengenai restoran Jepang yang paling sering dikunjungi, ditemukan bahwa restoran Sushi Tei paling sering dikunjungi oleh para responden (39,8%) dan disusul oleh Genki Sushi (30,6%) dan Sushi Hiro (22,2%). Sushi Tei pernah mendapatkan peringkat pertama pada Asia One's People Choice (AsiaOne, 2015) serta merupakan *top choice* dari hasil voting dalam kategori restoran Sushi pada Top Brand Index 2020 (TopBrand, 2020). Sushi Tei memiliki banyak cabang di Indonesia, salah satunya adalah di Supermal Karawaci, di mana lokasi ini menjadi fokus pada penelitian ini. Berdasarkan gambar 1 di bawah mengenai *rating review customer* Sushi Tei. Dari 202 *review* terdapat 97 pengunjung memberikan *rating* 5 bintang (48%), 85 pengunjung memberikan *rating* 4 bintang (42%), 16 pengunjung memberikan *rating* 3 bintang (8%), 4 pengunjung memberikan *rating* 2 bintang (2%) dan 2 pengunjung memberikan *rating* 1 bintang (2%).

Gambar 1. *Rating Customer* Sushi Tei Supermal Karawaci



Sumber: Zamato (2019)

Walaupun sedikit yang memberikan rating 1 dan 2 akan tetapi hal ini menunjukkan bahwa masih terdapat ketidakpuasan pelanggan mengenai pengalaman bersantap di Sushi Tei Supermal Karawaci. Hal ini harus segera ditindaklanjuti agar tidak terjadi penyebaran *word of mouth* yang negatif di mana hal ini dapat mengakibatkan turunnya *willingness to pay* Sushi Tei. Selain fenomena di atas, Tabel 1 dibawah menunjukkan bahwa terdapat penurunan *brand index* Sushi Tei sebesar 2,1 % pada tahun 2019.

Tabel 1. Top Brand Index Kategori Restoran Sushi Tei 2018–2019 di Indonesia

Brand	2018	2019	+/-
Sushi Tei	38,1%	36,0%	-2,1%

Sumber: TopBrand (2019)

Membangun sebuah merek adalah sebuah aktivitas yang tidak mudah dan membutuhkan waktu yang lama untuk membangunnya. Oleh karena perubahan atau ketidakpuasan terhadap sebuah merek harus segera diatasi dan dilakukan perbaikan sebelum terlambat karena pelanggan yang tidak puas dapat menyebarkan *word of mouth* negatif di mana hal ini dapat mempengaruhi *brand equity* sebuah merek. *Brand equity* terbentuk atau dipengaruhi oleh adanya *word of mouth* positif (Augustoa & Torres, 2018; Hanaysha, 2018; Murtiasih et al., 2014), *repurchase intention* (Bojei & Wong, 2012; Han et al., 2020; Huang et al., 2014; Pather, 2017), *willingness to pay more* (Bougenvile & Ruswanti, 2017; Naeini et al., 2015). *Word of mouth*, *repurchase intention* dan *willingness to pay more* ditemukan dipengaruhi oleh *brand experience* di mana terdiri *sensory experience*, *affective experience*, *behavioral experience*, dan *intellectual experience* (Ong et al., 2018). Berdasarkan uraian di atas maka penelitian ini dilakukan untuk menganalisis:

1. Apakah *sensory experience* berpengaruh positif terhadap *willingness to pay more*?
2. Apakah *sensory experience* berpengaruh positif terhadap *word of mouth*?
3. Apakah *sensory experience* berpengaruh positif terhadap *repurchase intentions*?
4. Apakah *affective experience* berpengaruh positif terhadap *willingness to pay*?
5. Apakah *affective experience* berpengaruh positif terhadap *word of mouth*?
6. Apakah *affective experience* berpengaruh positif terhadap *repurchase intentions*?
7. Apakah *behavioral experience* berpengaruh positif terhadap *willingness to pay more*?
8. Apakah *behavioral experience* berpengaruh positif terhadap *word of mouth*?
9. Apakah *behavioral experience* berpengaruh positif terhadap *repurchase intentions*?
10. Apakah *intellectual experience* berpengaruh positif terhadap *willingness to pay more*?
11. Apakah *intellectual experience* berpengaruh positif terhadap *word of mouth*?
12. Apakah *intellectual experience* berpengaruh positif terhadap *repurchase intentions*?
13. Apakah *willingness to pay more* berpengaruh positif terhadap *brand equity*?
14. Apakah *word of mouth* berpengaruh positif terhadap *brand equity*?
15. Apakah *repurchase intentions* berpengaruh positif terhadap *brand equity*?

Adapun yang menjadi tujuan dari penelitian ini adalah untuk menginvestigasi apakah:

1. *Sensory experience* berpengaruh positif terhadap *willingness to pay more*.
2. *Sensory experience* berpengaruh positif terhadap *word of mouth*.
3. *Sensory experience* berpengaruh positif terhadap *repurchase intentions*.
4. *Affective experience* berpengaruh positif terhadap *willingness to pay*.
5. *Affective experience* berpengaruh positif terhadap *word of mouth*.
6. *Affective experience* berpengaruh positif terhadap *repurchase intentions*.
7. *Behavioral experience* berpengaruh positif terhadap *willingness to pay more*.
8. *Behavioral experience* berpengaruh positif terhadap *word of mouth*.
9. *Behavioral experience* berpengaruh positif terhadap *repurchase intentions*.
10. *Intellectual experience* berpengaruh positif terhadap *willingness to pay more*.
11. *Intellectual experience* berpengaruh positif terhadap *word of mouth*.
12. *Intellectual experience* berpengaruh positif terhadap *repurchase intentions*.
13. *Willingness to pay more* berpengaruh positif terhadap *brand equity*.
14. *Word of mouth* berpengaruh positif terhadap *brand equity*.

15. *Repurchase intentions* berpengaruh positif terhadap *brand equity*.

LANDASAN TEORI

Brand equity

Clow & Baack (2007) berpendapat bahwa *brand equity* adalah karakteristik di mana sebuah perusahaan memiliki merek yang unik sehingga dapat menetapkan harga yang lebih tinggi dan dapat mempertahankan peningkatan pangsa pasar. Menurut Aaker (1991), *brand equity* merupakan suatu kumpulan aset dan liabilitas dari sebuah merek yang berhubungan dengan merek, nama maupun simbol yang dapat mengurangi atau menambah nilai pada suatu produk atau jasa kepada perusahaan atau pelanggan perusahaan tersebut.

Dimensi-dimensi dari Brand Loyalty

Terdapat tiga dimensi brand loyalty pada penelitian ini yaitu *willingness to pay more*, *word of mouth* dan *repurchase intention*. Menurut Aaker (1996) *willingness to pay more* merupakan keadaan di mana konsumen rela membayar harga premium terhadap suatu produk atau merek dan tidak bersedia untuk produk atau merek lain walaupun memiliki kemiripan. *Word of mouth* adalah pernyataan yang diberikan oleh pelanggan kepada orang lain yang dapat disebarkan melalui internet di mana pernyataan dapat bersifat positif atau negatif (Taylor et al., 2012). *Word of mouth* juga dapat digunakan untuk komunikasi antara dua orang, setelah terjadi komunikasi mengenai produk akan membuat konsumen lain tertarik untuk merespon produk atau merek tersebut. Sedangkan *repurchase intention* atau pembelian ulang terjadi setelah konsumen pernah mengonsumsi produk atau merek tersebut sehingga konsumen ingin melakukan pembelian kembali. *Repurchase intention* mengacu pada kemungkinan subjektif bahwa seseorang akan melanjutkan pembelian sebuah produk dari penjual *online* atau toko di masa yang akan datang (Fang et al., 2011).

Brand Experience

Brand experience dikonseptualisasikan sebagai sensasi, perasaan, kognisi, dan perilaku yang ditimbulkan oleh rangsangan terkait merek yang merupakan bagian dari desain dan identitas, pengemasan, komunikasi, dan lingkungan merek (Brakus et al., 2009). Menurut Brakus et al., (2009) *brand experience* terdiri dari 4 dimensi, yaitu: *sensory experience*, *affective experience*, *behavioral experience* dan *intellectual experience*. *Sensory experience* bisa didefinisikan sebagai persepsi individu terhadap barang atau jasa atau elemen lain sebagai gambaran yang menantang pikiran dan indra manusia. *Sensory experience* lebih berfokus untuk menimbulkan pengalaman terhadap indra seperti penglihatan, penciuman, sentuhan, rasa, dan suara. Dengan melakukan pemasaran melalui indra, konsumen bisa membedakan perusahaan dan produk tertentu, untuk memotivasi konsumen atau menambah nilai produk, seperti dari sisi estetika suatu produk atau kegembiraan yang diciptakan dari suatu produk *affective experience* atau *feel experience* adalah persepsi menyenangkan yang dimiliki oleh konsumen yang timbul setelah konsumen memiliki pengalaman yang positif. *Affective experience* tidak dapat tercipta secara instan, proses yang dimiliki *affective experience* terjadi secara bertahap karena perasaan setiap konsumen dapat berubah-ubah, jarak antara *mood* positif atau negatif terhadap emosi kuat. Dengan adanya hal ini perusahaan harus memiliki pemahaman yang jelas untuk menciptakan *feel* yang dimiliki konsumen untuk memberikan pengalaman konsumsi positif dalam membuat konsumen dapat memiliki imajinasi saat melakukan keputusan pembelian.

Behavioral experience merupakan upaya untuk menciptakan pengalaman bagi konsumen yang berhubungan dengan pola perilaku maupun gaya hidup dalam jangka panjang. Dan *intellectual experience* adalah pengalaman intelektual adalah pengalaman yang berhubungan dengan pemikiran imajinasi (Cachero-Martínez & Vázquez-Casielles, 2017).

PENGEMBANGAN HIPOTESIS

Pengaruh *sensory experience* terhadap *willingness to pay more*, *word of mouth*, dan *repurchase intention*

Menurut penelitian yang dilakukan oleh Kallas et al. (2017), *sensory experience* berpengaruh positif terhadap *willingness to pay more*. Selain itu, *sensory experience* juga memiliki pengaruh positif terhadap *word of mouth* (Cetin & Dincer, 2013) dan *repurchase intention* (Prastyaningsih et al., 2014). Dari hasil pembahasan di atas didapati hipotesis sebagai berikut:

- H₁: *Sensory experience* memiliki pengaruh positif terhadap *Willingness to pay more*
- H₂: *Sensory experience* memiliki pengaruh positif terhadap *Word of mouth*
- H₃: *Sensory experience* memiliki pengaruh positif terhadap *Repurchase intention*

Pengaruh *affective experience* terhadap *willingness to pay more*, *word of mouth*, dan *repurchase intention*

Penelitian Ligas & Chaudhuri (2012) menemukan bahwa *affective experience* berpengaruh positif terhadap *willingness to pay higher price*, *word of mouth* (Klein et al., 2016; Lovett et al., 2013) dan *repurchase intention* (Fihartini et al., 2021; Wing et al., 2015). Dari hasil pembahasan di atas didapati hipotesis sebagai berikut:

- H₄: *Affective experience* memiliki pengaruh positif terhadap *Willingness to pay more*
- H₅: *Affective experience* memiliki pengaruh positif terhadap *Word of mouth*
- H₆: *Affective experience* memiliki pengaruh positif terhadap *Repurchase intention*

Pengaruh *behavioral experience* terhadap *willingness to pay more*, *word of mouth*, dan *repurchase intention*

Penelitian Ong et al. (2018) menemukan *behavioral experience* memiliki pengaruh positif terhadap *willingness to pay more* dan *word of mouth*. Hendarsono dan Sugiharto (2013) mendapati *behavioral experience* berpengaruh terhadap *repurchase intention*. Dari hasil pembahasan di atas didapati hipotesis sebagai berikut:

- H₇: *Behavioral experience* memiliki pengaruh positif terhadap *Willingness to pay more*
- H₈: *Behavioral experience* memiliki pengaruh positif terhadap *Word of mouth*
- H₉: *Behavioral experience* memiliki pengaruh positif terhadap *Repurchase intention*

Pengaruh *intellectual experience* terhadap *willingness to pay more*, *word of mouth*, dan *repurchase intention*

Intellectual experience ditemukan berpengaruh positif terhadap loyalitas pelanggan (Ong et al., 2018). Lebih lanjutnya *intellectual experience* berpengaruh positif terhadap *willingness to pay more* (Dwivedi et al., 2018), *word of mouth* dan *repurchase intention*. Berdasarkan uraian di atas maka dibentuklah hipotesis sebagai berikut:

- H₁₀: *Intellectual experience* memiliki pengaruh positif terhadap *Willingness to pay more*
- H₁₁: *Intellectual experience* memiliki pengaruh positif terhadap *Word of mouth*
- H₁₂: *Intellectual experience* memiliki pengaruh positif terhadap *Repurchase intention*

Pengaruh *willingness to pay more*, *word of mouth*, dan *repurchase intention* terhadap *brand equity*

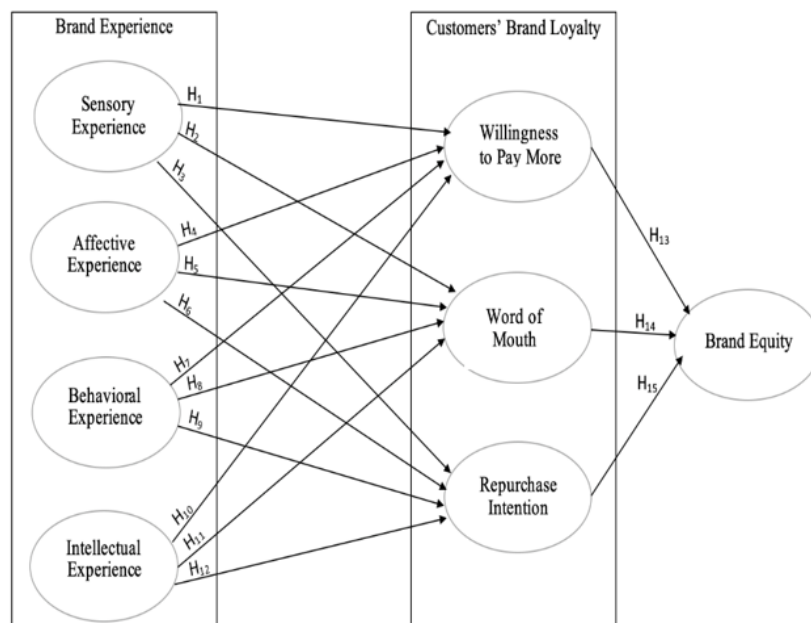
Aaker (1991) menyatakan bahwa *willingness to pay more*, *repurchase intention* dan *word of mouth* dapat mempengaruhi *brand equity* karena konsumen telah merasakan kepuasan dan pengalaman dari suatu produk atau merek, dengan begitu konsumen akan rela melakukan pembelian dengan harga yang tinggi sekaligus. Konsumen yang telah merasakan kepuasan sebuah produk atau merek, akan mengingat merk tersebut dan persepsi konsumen akan merk tersebut lebih tinggi dari merk lain sehingga dapat mendorong konsumen untuk memilih dan rela membayar premium untuk merk tersebut. Hal ini membuat *willingness to pay* meningkat. Selain itu, Gil et al. (2007) menyatakan bahwa informasi *word of mouth* yang diberikan oleh keluarga dapat memengaruhi pembentukan *brand equity*. Seseorang bisa mendapatkan rekomendasi untuk membeli merek tertentu dari keluarga yang memengaruhi tindakannya yang didasarkan oleh fakta seberapa baik keluarga tersebut membangun hubungan dengan beberapa merek yang digunakan. Konsumen sering menganggap bahwa keluarga adalah referensi yang paling bisa diandalkan dalam kaitan untuk membeli sebuah produk. Dari penelitian Murtiasih et al. (2013) tentang produk otomotif, didapati bahwa *word of mouth* yang berasal dari keluarga, teman, para ahli, atau sumber lainnya (konsumen lain yang sudah membeli dan memberi testimoni) memberikan penilaian yang positif. Dari analisis tersebut diperoleh bahwa melalui keluarga, teman, para ahli atau sumber yang lain meningkatkan *brand equity*. Berdasarkan uraian di atas, maka dibentuklah hipotesis sebagai berikut:

H₁₃: *Willingness to pay more* memiliki pengaruh positif terhadap *brand equity*.

H₁₄: *Word of mouth* memiliki pengaruh positif terhadap *brand equity*.

H₁₅: *Repurchase intention* memiliki pengaruh positif terhadap *brand equity*.

Gambar 1. Model Penelitian



Sumber: Ong et al. (2018) dan Brochado & Oliveira (2018)

METODE PENELITIAN

Objek penelitian dalam penelitian ini adalah Restoran Sushi Tei Supermal Karawaci, serta unit analisis yang digunakan dalam penelitian ini adalah individu. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kuantitatif. Populasi yang digunakan dalam penelitian ini adalah konsumen yang pernah bersantap di Sushi Tei Supermal Karawaci. Teknik pengambilan sampel yang dilakukan adalah *purposive sampling* dengan kriteria individu yang sudah pernah makan di restoran Sushi Tei minimal satu kali dalam tiga bulan terakhir. Jumlah kuesioner yang disebarakan sebesar 260 responden. Metode analisis data menggunakan *Partial Least Squares - Structure Equation Modeling*. Evaluasi model pengukuran outer model dilakukan dengan Uji validitas konvergen dengan syarat nilai *loading factor* di atas 0,6, nilai *average variance extracted* (AVE) di atas 0,5 dan juga nilai *composite reliability* harus lebih besar dari 0,7 (Ghozali & Latan, 2015). Setelah itu dilakukan evaluasi model struktural (*inner model*) dengan kriteria bahwa hasil penelitian diterima jika t-statistik >1,65. Variabel *sensory experience* terdiri dari tiga indikator yang diadopsi dari Jin et al. (2012). *Affective experience*, *behavioral experience*, *intellectual experience* masing-masing terdiri dari tiga indikator yang diadopsi dari Ryu et al., (2010). *Willingness to pay more*, *word of mouth*, *repurchase intention* dan *brand equity* masing-masing terdiri dari tiga indikator yang diadopsi dari Ryu et al. (2010).

Sebelum dilakukan penyebaran data aktual, dilakukan studi pendahuluan di mana terdapat satu indikator dari *behavioral experience* dan *brand equity*, yaitu BEX1 dan BE3 dihapus karena memiliki nilai *outer loading* kurang dari 0,6. Setelah dihapus semua indikator memiliki nilai *outer loading* di atas 0,6, AVE di atas 0,5, *composite reliability* di atas 0,7 dan memenuhi kriteria dari *discriminant validity*.

HASIL DAN DISKUSI

Profil Responden

Dari 260 kuesioner yang disebarakan terdapat 260 kuisisioner yang dapat digunakan Tabel 3 menunjukkan profil responden dalam penelitian ini.

Tabel 3 Profil Responden

Pernyataaan	Total	Percentage (%)
Gender:		
• Pria	124	47,7%
• Wanita	136	52,3%
Usia Responden:		
• 18–24 Tahun	191	73,5%
• 25–40 tahun	56	21,6%
• >40 tahun	13	5%
Pekerjaan:		
• Pelajar/Mahasiswa	112	43%
• Wiraswasta	70	27%
• Karyawan	65	25%
• Profesi	11	4,2%
• Lainnya	2	0,8%
Frekuensi Berkunjung		
• 1x	118	45,4%
• 2x	86	33,1%
• >3x	56	21,5%

Uji Validitas dan Reliabilitas

Menguji validitas konvergen dan diskriminan merupakan cara yang paling sering digunakan dalam penelitian untuk melakukan pengukuran model Ghazali & Latan (2015). Validitas konvergen berhubungan dengan prinsip bahwa pengukur-pengukur (*manifest variabel*) dari suatu konstruk seharusnya berkorelasi tinggi. Uji validitas konvergen indikator reflektif dengan program SmartPLS 3.2.8 dapat dilihat dari nilai *loading factor* untuk tiap indikator konstruk. *Rule of Thumb* yang biasanya digunakan untuk menilai validitas konvergen yaitu nilai *loading factor* harus lebih dari 0,70 serta nilai *average variance extracted* (AVE) harus lebih besar dari 0,5 (Ghozali & Latan, 2015).

Tabel 4 Pengukuran Validitas dan Reliabilitas

Konstruk & item	Outer Loading
Sensory experience (SE) (CR=0,884/AVE=0,717)	
BI1. Brand Sushi Tei menarik secara sensori/indrawi	0,818
BI2. Brand Sushi Tei memberikan kesan positif yang kuat pada indra saya	0,871
BI3. Brand Sushi Tei memberikan pengalaman positif terhadap 5 indra saya dibandingkan restoran sushi yang lain	0,851
Affective experience (AE) (CR=0,897/AVE=0,744)	
AE1. Bagi saya, Brand Sushi Tei menimbulkan perasaan positif	0,845
AE2. Saya memiliki perasaan yang positif tentang merek Sushi Tei	0,888
AE3. Brand Sushi Tei berfokus pada pengalaman yang menembus emosi positif	0,855
Behavioral experience (BEX) (CR=0,847/AVE=0,734)	
BEX2. Brand Sushi Tei membuat saya berpikir akan gaya hidup jaman sekarang	0,840
BEX3. Brand Sushi Tei berfokus pada pengalaman melalui kegiatan (<i>sushi bar</i>)	0,873
Intellectual experience (IE) (CR=0,877/AVE=0,703)	
IE1. Saya terlibat dalam banyak pemikiran positif terhadap merek Sushi Tei	0,856
IE2. Brand Sushi Tei mendorong rasa keingintahuan saya	0,816
IE3. Brand Sushi Tei berfokus pada pengalaman yang positif	0,843
Willingness to pay more (WPM) (CR=0,910/AVE=0,770)	
WPM1. Saya berkomitmen untuk makan di Sushi Tei	0,858
WPM2. Saya bersedia membayar lebih mahal ketika makan di Sushi Tei dibandingkan restoran sushi yang lain.	0,873
WPM3. Saya akan terus makan di Sushi Tei meskipun terjadi kenaikan harga.	0,901
Word of mouth (WOM) (CR=0,909/AVE=0,770)	
WOM1. Saat sedang berbincang mengenai restoran, saya akan merekomendasikan Sushi Tei.	0,913
WOM2. Saya akan merekomendasikan Sushi Tei kepada teman	0,910
WOM3. Jika ada yang memberikan komentar negatif terhadap Sushi Tei, saya akan membela Sushi Tei	0,806
Repurchase intention (RI) (CR=0,929/AVE=0,813)	
RI1. Saya akan memilih Sushi Tei untuk makan bersama teman di waktu yang akan datang.	0,918
RI2. Saya berniat untuk makan di Sushi Tei dimasa yang akan datang.	0,896
RI3. Jika Sushi Tei tidak tersedia di saat saya menginginkannya, saya akan kembali lain waktu	0,891
Brand equity (BE) (CR=0,935/AVE=0,828)	
BE1. Masuk akal untuk memilih Sushi Tei dibandingkan restoran lain, meskipun mereka sama	0,884
BE2. Bahkan jika merek lain memiliki menu yang sama dengan Sushi Tei, saya lebih memilih Sushi Tei	0,918
BE4. Jika menu di restoran lain tidak berbeda dari Sushi Tei, maka saya akan memilih Sushi Tei	0,927

Notes: CR= Composite Reliability; AVE= average variance extracted.

Variabel diskriminan yang baik dapat ditunjukkan berdasarkan akar kuadrat dari AVE untuk setiap konstruk lebih besar dari korelasi antar konstruk dalam model (Ghozali & Latan, 2015). Berdasarkan hasil dari tabel 5 menunjukkan bahwa validitas diskriminan dari seluruh variabel yang ada telah tercapai karena nilai akar kuadrat dari AVE pada setiap telah lebih besar dari kolerasi antar konstruk.

Tabel 5 Hasil Uji Validitas Diskriminan

	AE	BEX	BE	IE	RI	SE	WPM	WOM
AE	0,863							
BEX	0,413	0,857						
BE	0,510	0,380	0,910					
IE	0,651	0,457	0,434	0,838				
RI	0,636	0,340	0,680	0,514	0,902			
SE	0,767	0,374	0,509	0,578	0,554	0,847		
WPM	0,563	0,405	0,653	0,570	0,695	0,518	0,878	
WOM	0,580	0,400	0,658	0,522	0,722	0,530	0,741	0,878

Note: AE (*Affective experience*), BEX (*Behavioral experience*), BE (*Willingness to pay*), IE (*Intellectual experience*), RI (*Repurchase intention*), SE (*Sensory experience*), WOM (*Word of mouth*), WPM (*Willingness to pay more*)

Hasil uji multikolonieritas pada penelitian ini dapat dilihat pada tabel 6, di mana tidak terjadi multikolineari.

Tabel 6 Hasil Uji Multikolonieritas (VIF)

	AE	BEX	BE	IE	RI	SE	WPM	WOM
AE	-	-	-	-	2,915	-	2,915	2,915
BEX	-	-	-	-	1,306	-	1,306	1,306
BE	-	-	-	-	-	-	-	-
IE	-	-	-	-	1,912	-	1,912	1,912
RI	-	-	2,372	-	-	-	-	-
SE	-	-	-	-	2,506	-	2,506	2,506
WPM	-	-	2,517	-	-	-	-	-
WOM	-	-	2,720	-	-	-	-	-

Note: AE (*Affective experience*), BEX (*Behavioral experience*), BE (*Willingness to pay*), IE (*Intellectual experience*), RI (*Repurchase intention*), SE (*Sensory experience*), WOM (*Word of mouth*), WPM (*Willingness to pay more*)

Nilai *R-Squares* dapat dilihat pada tabel 7 berikut. nilai *r-Squares* dari *Brand equity* adalah sebesar 0,545 yang berarti *moderate*, nilai tersebut menunjukkan kemampuan variabel *willingness to pay more*, *word of mouth*, dan *repurchase intention* adalah sebesar 54,5%, sisanya sebesar 45,5% dipengaruhi oleh faktor lain yang tidak dimasukkan dalam penelitian ini. Kemudian dari hasil *r-Squares repurchase intention* sebesar 0,431 yang bersifat lemah, nilai tersebut menunjukkan bahwa kemampuan variabel *sensory*, *affective*, *behavioral* dan *intellectual experience* adalah sebesar 43,1% dan sisanya sebesar 56,9% dipengaruhi oleh faktor lain yang tidak dimasukkan dalam penelitian ini. Nilai *r-Squares* dari variabel *willingness to pay more* adalah sebesar 0,410 yang bersifat lemah yang menunjukkan bahwa kemampuan variabel *sensory*, *affective*, *behavioral*, dan *intellectual experience* sebesar 41% dan sisanya sebesar 59% dipengaruhi oleh faktor lain yang tidak dimasukkan dalam penelitian ini. Dan yang terakhir adalah nilai *R-squares* dari variabel *word of mouth* sebesar 0,399 yang bersifat lemah yang menunjukkan bahwa kemampuan variabel *sensory*, *affective experience*,

behavioral, dan *intellectual experience* sebesar 39,9% dan sisanya sebesar 60,1% dipengaruhi oleh faktor lainnya yang tidak dimasukkan dalam penelitian ini.

Tabel 7 Nilai r-Squares setiap Variabel

Pengujian Variabel	r-Squares
<i>Willingness to pay</i> (BE)	0,545
<i>Repurchase intention</i> (RI)	0,431
<i>Willingness to pay more</i> (WPM)	0,410
<i>Word of mouth</i> (WOM)	0,399

Pengujian Hipotesis

Kemudian dalam menguji signifikansi koefisien korelasi antar independen variabel dan dependen variabel dapat ditentukan dengan melakukan uji t. Nilai minimal t-statistik dalam penelitian ini adalah 1,65 dengan signifikansi 0,05. Tabel di bawah ini menunjukkan pengujian hipotesis mengenai apakah signifikansi atau tidak, sebagai berikut:

Tabel 8 Hasil Uji Model Struktural

	Hipotesis	t-Statistik	Hasil
H ₁	<i>Sensory experience</i> berpengaruh positif terhadap WTP	1,658	<i>Didukung</i>
H ₂	<i>Sensory experience</i> berpengaruh positif terhadap <i>Word of mouth</i>	1,665	<i>Didukung</i>
H ₃	<i>Sensory experience</i> berpengaruh positif terhadap <i>Repurchase intention</i>	1,373	<i>Tidak didukung</i>
H ₄	<i>Affective experience</i> berpengaruh positif terhadap WTP	2,582	<i>Didukung</i>
H ₅	<i>Affective experience</i> berpengaruh positif terhadap <i>Word of mouth</i>	2,874	<i>Didukung</i>
H ₆	<i>Affective experience</i> berpengaruh positif terhadap <i>Repurchase intention</i>	4,206	<i>Didukung</i>
H ₇	<i>Behavioral experience</i> berpengaruh positif terhadap WTP	2,030	<i>Didukung</i>
H ₈	<i>Behavioral experience</i> berpengaruh positif terhadap <i>Word of mouth</i>	1,921	<i>Didukung</i>
H ₉	<i>Behavioral experience</i> berpengaruh positif terhadap <i>Repurchase intention</i>	0,830	<i>Tidak didukung</i>
H ₁₀	<i>Intellectual experience</i> berpengaruh positif terhadap WTP	4,148	<i>Didukung</i>
H ₁₁	<i>Intellectual experience</i> berpengaruh positif terhadap <i>Word of mouth</i>	2,461	<i>Didukung</i>
H ₁₂	<i>Intellectual experience</i> berpengaruh positif terhadap <i>Repurchase intention</i>	1,975	<i>Didukung</i>
H ₁₃	<i>Willingness to pay more</i> berpengaruh positif terhadap <i>brand equity</i>	2,628	<i>Didukung</i>
H ₁₄	<i>Word of mouth</i> berpengaruh positif terhadap <i>brand equity</i>	2,427	<i>Didukung</i>
H ₁₅	<i>Repurchase intention</i> berpengaruh positif terhadap <i>brand equity</i>	3,989	<i>Didukung</i>

Pembahasan

Hipotesis 1 dan 2 pada penelitian ini menemukan bahwa *sensory experience* berpengaruh positif terhadap *willingness to pay more* (t-statistik =1,658 > 1,65) dan *word of mouth* (t-statistik =1,665 > 1,65). Hasil hipotesis penelitian ini sejalan dengan penelitian sebelumnya yang dilakukan oleh (Kallas et al., 2017; Ong et al., 2018). *Sensory experience* merupakan sebuah pengalaman yang berbasis menimbulkan rangsangan terhadap indra manusia yang terjadi pada saat konsumen berada di restoran. Dan ketika restoran memiliki *sensory experience* bagi pelanggannya membuat konsumen bersedia untuk membayar lebih mahal untuk mendapatkan pengalaman sensori dan juga memberikan *word of mouth* positif. Restoran Sushi Tei ditemukan memiliki *sensory experience* yang baik dan di mana hal tersebut dapat memengaruhi kemauan pelanggan untuk membayar lebih banyak dan pelanggan bersedia untuk memberikan *word of mouth* yang positif. Hipotesis 3 pada penelitian ini tidak didukung, yaitu *sensory experience* tidak berpengaruh terhadap *repurchase intention* (t-statistik 1,373 > 1,65). Hasil ini tidak sejalan dengan penelitian sebelumnya (Prastyaningih et al., 2014). Tetapi penelitian Maghnati et al., (2012) mendukung hasil hipotesis 3 yaitu *sensory experience* tidak

berpengaruh terhadap *repurchase intention*. Hal ini menunjukkan bahwa walaupun sebuah restoran memiliki *sensory experience* yang baik hal ini tidak membuat pelanggan akan melakukan pembelian kembali. Hal ini disebabkan karena karakteristik industri restoran terdapat banyak pilihan dan jenis dan pesaing *direct* maupun *indirect* sehingga pelanggan memiliki banyak opsi untuk bersantap. Selain itu, pelanggan juga memiliki kecenderungan untuk berpindah-pindah jenis makanan. Mereka tidak mungkin makan makanan yang sama dalam waktu dekat dan cenderung berganti jenis makanan dalam waktu dekat. Walaupun Restoran Sushi Tei memiliki *sensory experience* yang baik, hal ini tidak memengaruhi keinginan pelanggan untuk membeli kembali.

Hipotesis 4, 5 dan 6 ditemukan didukung pada penelitian ini di mana hal ini menunjukkan bahwa *affective experience* berpengaruh positif terhadap *willingness to pay more* (t-statistik = 2,582 > 1,65), *word of mouth* (t-statistik = 2,874 > 1,65) dan *repurchase intention* (t-statistik = 4,206 > 1,65). Hasil penelitian ini sejalan dengan penelitian sebelumnya (Klein et al., 2016; Ligas & Chaudhuri, 2012; Ong et al., 2018). Hal ini menunjukkan bahwa ketika sebuah restoran memiliki *affective sensory* atau perasaan emosional, maka hal ini akan membuat pelanggan bersedia membayar lebih, memberikan *word of mouth* positif dan melakukan pembelian ulang. Restoran Sushi Tei memiliki *affective experience* yang baik di mana hal tersebut memengaruhi *willingness to pay more* dari pelanggan, *word of mouth* dan juga *repurchase intention*.

Hipotesis 7 dan 8 ditemukan bahwa *behavioral experience* berpengaruh positif terhadap *willingness to pay more* (t-statistik = 2,030 > 1,65), dan *word of mouth* (t-statistik = 1,921 > 1,65). Hasil penelitian ini sejalan dengan penelitian sebelumnya (Ong et al., 2018). Hipotesis 9 pada penelitian ini menemukan *behavioral experience* tidak berpengaruh positif terhadap *repurchase intention*. Hal ini menunjukkan bahwa walaupun pelanggan mengalami *behavioral experience*, hal ini tidak membuat mereka berniat untuk melakukan pembelian ulang. Hal ini dapat disebabkan karena berbagai pilihan restoran yang ada dan beraneka ragamnya menu makanan yang tersedia. Restoran Sushi Tei ditemukan memiliki *behavioral experience* yang baik di mana hal tersebut dapat memengaruhi kemauan pelanggan untuk membayar lebih banyak dan pelanggan bersedia untuk memberikan *word of mouth* yang positif, walaupun tidak akan memengaruhi kesediaan pelanggan untuk membeli kembali dikarenakan sifat industri makanan yang memiliki beranekaragam pilihan dan pelanggan cenderung untuk mencari variasi dalam bersantap makanan.

Hipotesis 10, 11, dan 12 mendukung penelitian ini yaitu *intellectual experience* berpengaruh positif terhadap *willingness to pay more* (t-statistik = 4,148 > 1,65), *word of mouth* (t-statistik = 2,461 > 1,65) dan *repurchase intention* (t-statistik = 1,975 > 1,65). Hasil ini mendukung penelitian sebelumnya (Dwivedi et al., 2018; Ong et al., 2018). Hal ini menunjukkan bahwa ketika sebuah restoran memiliki *intellectual experience*, yaitu seperti mendapatkan pengalaman yang baik hal ini akan memengaruhi kerelaan pelanggan untuk membayar lebih banyak, menceritakan kabar yang baik mengenai restoran tersebut dan melakukan pembelian kembali. Restoran Sushi Tei ditemukan memiliki *intellectual experience* yang baik di mana hal tersebut dapat memengaruhi kemauan pelanggan untuk membayar lebih banyak, pelanggan bersedia untuk memberikan *word of mouth* yang positif serta melakukan pembelian kembali.

Hipotesis 13, 14 dan 15 yaitu *willingness to pay more* berpengaruh positif terhadap *brand equity* (t-statistik = 2,628 > 1,65), *word of mouth* berpengaruh positif terhadap *brand equity* (t-statistik = 2,427 > 1,65) dan *repurchase intention* berpengaruh positif terhadap *brand equity* (t-statistik = 3,989 > 1,65). Hasil dari penelitian ini didukung oleh penelitian terdahulu (Murtiasih et al., 2013). Restoran Sushi Tei ditemukan memiliki pelanggan yang bersedia

membayar lebih banyak atas makanan yang disajikannya di mana hal ini merupakan tanda yang baik bagi sebuah bisnis. Selain itu restoran Sushi Tei juga ditemukan memiliki pelanggan yang bersedia untuk memberikan *word of mouth* yang positif kepada orang lain, di mana hal ini baik bagi Sushi Tei karena tidak perlu banyak melakukan kampanye promosi dan iklan karena pelanggan yang akan melakukannya gratis untuk mereka. Terakhir Restoran Sushi Tei juga memiliki *repurchase intention* yang baik di mana pelanggan bersedia untuk kembali bersantap di Sushi Tei. Hal ini sangat baik bagi Sushi Tei karena memiliki bisnis yang *sustainable* sepanjang mereka mempertahankan kualitas dan hal-hal lainnya yang telah ada.

KESIMPULAN

Tujuan dari penelitian ini adalah untuk menjawab pertanyaan yang terdapat pada rumusan masalah yang telah diajukan pada bab sebelumnya. Jawaban atas rumusan masalah dapat dijawab dengan hasil pengolahan data dan pembahasan pada bab empat. Berdasarkan analisis data dan pembahasannya, maka dapat disimpulkan sebagai berikut:

1. *Sensory experience* berpengaruh positif terhadap *willingness to pay more*
2. *Sensory experience* berpengaruh positif terhadap *word of mouth*.
3. *Sensory experience* tidak berpengaruh positif terhadap *repurchase intention*.
4. *Affective experience* berpengaruh positif terhadap *willingness to pay more*.
5. *Affective experience* berpengaruh positif terhadap *word of mouth*.
6. *Affective experience* berpengaruh positif terhadap *repurchase intention*.
7. *Behavioral experience* berpengaruh positif terhadap *willingness to pay more*.
8. *Behavioral experience* berpengaruh positif terhadap *word of mouth*.
9. *Behavioral experience* tidak berpengaruh positif terhadap *repurchase intention*.
10. *Intellectual experience* berpengaruh positif terhadap *willingness to pay more*.
11. *Intellectual experience* berpengaruh positif terhadap *word of mouth*.
12. *Intellectual experience* berpengaruh positif terhadap *repurchase intention*.
13. *Willingness to pay more* berpengaruh positif terhadap *willingness to pay*.
14. *Word of mouth* berpengaruh positif terhadap *willingness to pay*.
15. *Repurchase intention* berpengaruh positif terhadap *willingness to pay*.

Implikasi Teoritis

Hasil penelitian yang telah didapat menunjukkan bahwa *sensory experience*, *affective experience*, *behavioral experience*, dan *intellectual experience* berpengaruh positif terhadap *willingness to pay more*. *Sensory experience*, *affective experience*, *behavioral experience*, dan *intellectual experience* berpengaruh positif terhadap *word of mouth*. *Affective experience* dan *intellectual experience* berpengaruh positif terhadap *repurchase intention*. *Willingness to pay more*, *word of mouth*, dan *repurchase intention* berpengaruh positif terhadap *willingness to pay*. Akan tetapi *sensory experience* dan *behavioral experience* tidak berpengaruh positif terhadap *repurchase intention*.

Implikasi Manajerial

Sensory experience berpengaruh positif terhadap *willingness to pay more* dan *word of mouth*. Sehingga *sensory experience* merupakan faktor penting untuk menciptakan *willingness to pay more* dan *word of mouth*. Untuk itu, Sushi Tei harus meningkatkan *sensory experience* agar meningkatkan kerelaan pelanggan untuk membayar lebih dan meningkatkan *word of*

mouth positif. *Sensory experience* dapat ditingkatkan oleh Sushi Tei dengan beberapa cara, seperti menjaga kebersihan restoran menjadi lebih baik lagi, memutar musik dengan suasana restoran yang sesuai (restoran sushi dapat memutar lagu Jepang) agar dapat membuat konsumen menjadi lebih menikmati suasana yang ada di restoran tersebut, selain kebersihan restoran kebersihan dari peralatan dapur dan peralatan makan juga harus higienis, membuat tekstur dan aroma pada makanan lebih menarik dan dapat lebih menggugah selera konsumen. *Affective experience* berpengaruh positif terhadap *willingness to pay more*, *word of mouth*, dan *repurchase intention*. Selain itu *affective experience* memiliki peran positif untuk meningkatkan *repurchase intention*. Maka Sushi Tei harus meningkatkan *affective experience* dengan cara meningkatkan pelayanan menjadi lebih baik dan cepat, pemilik dan karyawan bersikap lebih sopan dan ramah terhadap konsumen. *Behavioral experience* berpengaruh positif terhadap *willingness to pay more* dan *word of mouth*. Maka Sushi Tei harus meningkatkan *behavioral experience* dengan cara meningkatkan reputasi restoran menjadi lebih baik dengan menjaga kualitas maupun pelayanan yang ada, dengan *brand image* yang baik dapat meningkatkan *prestige* konsumen. *Intellectual experience* berpengaruh positif terhadap *willingness to pay more*, *word of mouth* dan *repurchase intention*. Maka Sushi Tei harus meningkatkan *intellectual experience* dengan cara meningkatkan pelayanan dengan dapat memberikan informasi menu makanan menjadi lebih baik terhadap konsumen dan restoran dapat menyesuaikan harga menjadi lebih baik lagi.

Willingness to pay more berpengaruh positif terhadap *willingness to pay*. Dengan hal ini Sushi Tei dapat ditingkatkan dengan cara meningkatkan merek menjadi lebih potensial dengan membangun hubungan emosional konsumen sehingga konsumen akan rela membayar lebih menu yang ada. *Word of mouth* berpengaruh positif terhadap *willingness to pay*. *Word of mouth* dapat ditingkatkan dengan cara meningkatkan kualitas menu makanan, mempersiapkan sarana komunikasi menjadi lebih mudah untuk ditelusuri oleh konsumen, meminta konsumen memberikan *feedback* terhadap kualitas menu dan pelayanan agar restoran dapat memperbaiki kekurangan yang ada sehingga konsumen dapat memberikan testimoni yang positif. *Repurchase intention* berpengaruh positif terhadap *willingness to pay*. *Repurchase intention* dapat ditingkatkan dengan cara mengadakan program *loyalty* terhadap konsumen yang sering mengunjungi Sushi Tei, program *loyalty* dapat diterapkan salah satunya dengan adanya *redeem point* jika mengunjungi Sushi Tei sebanyak 10x akan mendapatkan *reward* (*discount*, *free sushi*, *free drink*).

Keterbatasan

Keterbatasan penelitian ini adalah pertama, hanya terdapat empat macam dimensi pada *brand experience* yaitu *sensory experience*, *affective experience*, *behavioral experience*, dan *intellectual experience*. Kedua, *Brand loyalty* di dalamnya hanya terdapat tiga dimensi yaitu *willingness to pay more*, *word of mouth* dan *repurchase intention*. Dan ketiga adalah Restoran Sushi Tei di Indonesia tersebar luas tetapi yang diteliti hanya Sushi Tei di Supermal Karawaci.

Saran Penelitian

Terdapat beberapa saran untuk penelitian selanjutnya yaitu, pertama pada penelitian ini hanya menggunakan variabel yang ada dalam model penelitian. Variabel lain yang dapat mempengaruhi *brand experience* seperti *brand image*, *brand awareness*, *brand trust*, *brand association*, dan sebagainya. Kedua menggunakan model yang sama untuk diuji pada restoran lain atau industri. Ketiga melakukan penelitian yang sama di kota lain di Indonesia.

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FAKTOR-FAKTOR YANG MEMENGARUHI PEMBELIAN IMPULSIF PELANGGAN DI SUPERMARKET RANCH MARKET

Jessica Tedja, Margaretha Pink Berlianto*

Universitas Pelita Harapan, Tangerang

e-mail: margaretha.berlianto@uph.edu
(Corresponding Author indicated by an asterisk *)

ABSTRACT

The purpose of this study is to investigate the negative effect of pre-shopping preparation tendency toward impulse buying, the negative effect of positive shopping enjoyment tendency toward positive affect, the positive effect of impulse buying tendency toward urge to purchase, the positive effect of positive affect toward urge to purchase, the negative effect of negative affect toward urge to purchase and the positive effect of urge to purchase toward impulse buying at Ranch Market Jakarta. The population of this research is the customer of Ranch Market Jakarta. The result of this study is pre-shopping preparation tendency has no negative effect toward impulse buying, shopping enjoyment tendency has positive effect toward positive affect, impulse buying tendency has positive effect toward urge to purchase, positive affect has positive effect toward urge to purchase, negative affect has negative effect toward urge to purchase and urge to purchase has positive effect toward impulse buying.

Keywords: *Pre-shopping Preparation and Shopping Enjoyment Tendency; Impulse buying Tendency; Positive and Negative affect; Urge to purchase; Impulse buying*

ABSTRAK

Penelitian ini bertujuan untuk menginvestigasi pengaruh negatif *pre-shopping preparation tendency* terhadap *impulse buying*, pengaruh *positive shopping enjoyment tendency* terhadap *positive affect*, pengaruh *positive impulse buying tendency* berpengaruh positif terhadap *urge to purchase*, pengaruh *positive affect* terhadap *urge to purchase*, pengaruh *negative affect* terhadap *urge to purchase* dan pengaruh *positive urge to purchase* terhadap *impulse buying* di Ranch Market Jakarta. Populasi dari penelitian ini individu yang pernah berbelanja di Ranch Market Jakarta. Hasil penelitian menemukan bahwa *pre-shopping preparation tendency* tidak berpengaruh negatif terhadap *impulse buying*, *shopping enjoyment tendency* berpengaruh positif terhadap *positive affect*, *impulse buying tendency* berpengaruh positif terhadap *urge purchase*, *positive affect* berpengaruh positif terhadap *urge to purchase*, *negative affect* berpengaruh negatif terhadap *urge to purchase* dan *urge to purchase* berpengaruh positif terhadap *impulse buying*.

Kata Kunci: *Pre-shopping Preparation dan Shopping Enjoyment Tendency; Impulse buying Tendency; Positive dan Negative affect; Urge to purchase; Impulse buying*

PENDAHULUAN

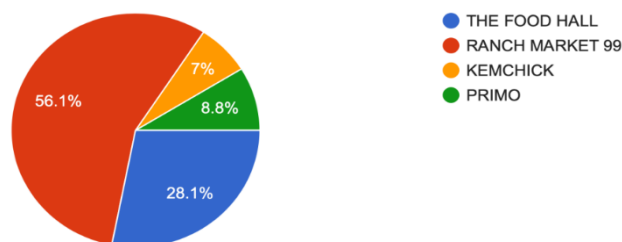
Impulse buying atau pembelian tidak terencana merupakan hal yang sangat penting dalam menciptakan laba perusahaan dan merupakan nilai penting yang menjadi dasar bagi aktivitas pemasaran (Verplanken & Herabadi, 2001). Menurut Rodrigues et al. (2021) *impulse buying* memberikan kontribusi sebanyak 40–80 persen dari seluruh pembelian. Hal ini didukung oleh penelitian sebelumnya yang menunjukkan bahwa pembelian yang tidak direncanakan menyumbang hingga 60% dari semua pembelian (Mattila & Wirtz, 2008), menyumbang 40% hingga 80% pembelian tergantung pada kategori produk (Hausman, 2000; Lee & Kacen, 2018), menyumbang lebih dari 50% dari semua pembelian bahan makanan (Amos et al., 2014) dan generasi millennial 52% lebih mungkin melakukan pembelian impulsif untuk memanjakan diri daripada generasi lainnya.

Dari fakta-fakta di atas menunjukkan bahwa *impulse buying* merupakan sebuah faktor yang penting untuk dilakukan penelitian lebih lanjut. Menurut Bellini et al. (2017) terdapat beberapa faktor yang dapat memengaruhi *impulse buying* yaitu *urge to purchase* dan *pre-shopping preparation tendency*. *Urge to purchase* adalah sebuah dorongan yang timbul untuk berbelanja. Dorongan ini dipengaruhi oleh *positive affect*, *negative affect* dan *impulse buying tendency*. Akan tetapi studi yang dilakukan oleh Mohan et al. (2013) tidak menemukan peran signifikan dari *negative affect* terhadap pembelian impulsif. Berdasarkan uraian di atas maka penelitian ini berusaha untuk menginvestigasi pengaruh *positive affect*, *negative affect* dan *impulse buying tendency* terhadap *urge to purchase*.

Untuk mengetahui supermarket premium mana yang biasa dikunjungi oleh responden untuk melakukan pembelian impulsif, penelitian ini kemudian melakukan penyebaran *preliminary test* dengan memberikan pilihan supermarket sebagai berikut:

Gambar 1. Hasil *Preliminary Test*

Supermarket Premium mana yang biasanya Anda lakukan Impulse Buying (pembelian tidak terencanakan) ?
57 responses



Preliminary test yang disebar telah mendapat 57 responden, sebanyak 56,1% atau 32 responden memilih Ranch Market sebagai supermarket tempat mereka untuk melakukan pembelian impulsif, sebanyak 28,1% atau 16 responden memilih supermarket The Food Hall, sebanyak 8,8% atau 5 responden memilih supermarket Primo, dan 7% atau 4 responden memilih supermarket Kemchick sebagai tempat mereka melakukan pembelian impulsif. Berdasarkan hasil dari *preliminary test* di atas, maka dipilihlah supermarket Ranch Market untuk menjadi objek dari penelitian ini.

Penelitian ini merupakan replikasi dari penelitian Bellini et al. (2017) yang dilakukan pada toko *grocery* di Italia dan penelitian ini dilakukan pada Ranch Market di Jakarta. Berdasarkan latar belakang di atas, maka masalah dalam penelitian ini adalah:

1. Apakah *pre-shopping preparation tendency* berpengaruh negatif terhadap *impulse buying*?
2. Apakah *shopping enjoyment tendency* berpengaruh positif terhadap *positive affect*?
3. Apakah *impulse buying tendency* berpengaruh positif terhadap *urge to purchase*?
4. Apakah *positive affect* berpengaruh positif terhadap *urge to purchase*?
5. Apakah *negative affect* berpengaruh negatif terhadap *urge to purchase*?
6. Apakah *urge to purchase* berpengaruh positif terhadap *impulse buying*?

Tujuan penelitian adalah sebagai berikut:

1. Untuk menginvestigasi apakah *pre-shopping preparation tendency* berpengaruh negatif terhadap *impulse buying*.
2. Untuk menginvestigasi apakah *shopping enjoyment tendency* berpengaruh positif terhadap *positive affect*.
3. Untuk menginvestigasi apakah *impulse buying tendency* berpengaruh positif terhadap *urge to purchase*.
4. Untuk menginvestigasi *positive affect* berpengaruh positif terhadap *urge to purchase*.
5. Untuk menginvestigasi apakah *negative affect* berpengaruh negatif terhadap *urge to purchase*.
6. Untuk menginvestigasi apakah *urge to purchase* berpengaruh positif terhadap *impulse buying*.

LANDASAN TEORI

Impulse buying

Pembelian impulsif adalah kesenangan yang didorong oleh pencapaian tujuan yang bersifat hedonik. Pembelian impulsif diartikan sebagai "tidak direncanakan" dan rencana pembelian konsumen, yang dibuat tanpa mengevaluasi produk (Parboteeah et al., 2009). Perilaku membeli impulsif ditentukan oleh kombinasi faktor ekonomi, ciri-ciri kepribadian, waktu, tempat, dan budaya.

Pre-shopping Preparation Tendency

Pre-shopping preparation tendency adalah kecenderungan konsumen untuk mengumpulkan dan mencari semua jenis informasi tentang harga, produk, metode pembayaran, menggunakan sumber yang berbeda (selebaran, POS, internet) untuk merencanakan perjalanan (Berné et al., 2001). Menurut Puccinelli et al. (2009) pembeli mencurahkan waktu dan upaya persiapan perjalanan dalam hal pencarian harga dan perencanaan pembelian agar tidak terjadi pembelian impulsif. Perilaku konsumen di toko tampaknya lebih dipengaruhi oleh aktivitas persiapan daripada yang diasumsikan secara umum. Penelitian terbaru Bellini et al. (2017) menemukan bahwa tingkat persiapan belanja bahan makanan mempengaruhi perilaku pembeli di dalam toko dalam hal pembelian terencana/impulsif. Secara khusus, semakin tinggi tingkat persiapannya maka semakin besar kecenderungan untuk merencanakan pembelian, dan semakin tinggi tingkat kecenderungan persiapan pra-belanja maka semakin rendah jumlah pembelian impulsif.

Konsumen melakukan persiapan ini guna mengurangi atau mengatasi perilaku impulsif saat berbelanja. Konsumen mulai menyadari bahwa persiapan sebelum berbelanja itu dibutuhkan dan penting untuk mengelola pengeluaran mereka. Bellini et al. (2017) menemukan bahwa *pre-shopping preparation tendency* berpengaruh negatif terhadap *impulse buying* pada

pembelian bahan makanan, dengan kata lain semakin tinggi tingkat kecenderungan persiapan pra-belanja, semakin rendah jumlah pembelian impulsif. Berdasarkan uraian di atas, maka:

H₁: *Pre-shopping preparation tendency* memiliki pengaruh negatif terhadap *impulse buying* di Ranch Market.

Shopping Enjoyment Tendency

Shopping enjoyment tendency adalah kesenangan yang diperoleh pelanggan dalam proses belanja dan pelanggan yang menikmati berbelanja selama perjalanan belanja dapat disebut sebagai pembeli rekreasi (Pham & Ahammad, 2017). Untuk beberapa individu, berbelanja dijadikan aktifitas untuk mengisi waktu luang dan bersenang-senang. *Shopping enjoyment tendency* juga merupakan karakteristik individu yang gemar berbelanja dan menunjukkan bahwa berbelanja adalah salah satu kegiatan yang menghibur serta memberikan pengalaman yang berkesan (Badgaiyan et al., 2016).

Positive affect

Tirmizi et al. (2009) mendefinisikan *positive affect* sebagai pengambilan keputusan konsumen dalam pembelian impulsif yang dipengaruhi oleh suasana hati yang nantinya juga akan memengaruhi intensitas pembelian di toko. Emosi positif memberi dorongan pada konsumen untuk mengambil alih suatu produk tanpa ada perencanaan lebih dulu, begitu pula sebaliknya emosi yang negatif dapat mendorong konsumen untuk tidak melakukan pembelian impulsif (Premananto, 2007). Pengaruh positif mewakili sejauh mana seseorang mungkin merasa antusias, aktif, dan waspada. Pengaruh positif yang tinggi adalah keadaan energi tinggi, konsentrasi penuh, dan keterlibatan yang menyenangkan sedangkan pengaruh positif yang rendah mungkin terdiri dari kesedihan dan kelesuan (Watson et al., 2015). Emosi positif merupakan variabel paling dominan yang memiliki pengaruh terhadap *impulse buying*. Individu yang biasanya memiliki suasana hati positif kemungkinan besar untuk membeli impulsif dan cenderung lebih bersemangat saat belanja dibandingkan dengan orang dengan suasana hati negatif (Ozer & Gultekin, 2015; Park & Kim, 2008). Bellini (2017) menemukan bahwa *shopping enjoyment tendency* berpengaruh positif terhadap *positive affect*. Oleh karena itu:

H₂: *Shopping enjoyment tendency* memiliki pengaruh positif terhadap *positive affect* di Ranch Market.

Impulse buying Tendency

Impulse buying Tendency sebagai sejauh mana kemungkinan seorang individu untuk melakukan perilaku pembelian yang sebelumnya tidak diinginkan, sesegera mungkin, dan tidak terpikirkan sebelumnya (Pradhan et al., 2018). Mohan et al. (2013) mendefinisikan *Impulse buying Tendency* sebagai kecenderungan untuk melakukan pembelian yang tidak direncanakan dan membeli secara spontan, dengan sedikit atau tidak ada musyawarah atau pertimbangan konsekuensinya. Kecenderungan membeli impulsif dapat didefinisikan sebagai tingkat di mana seseorang cenderung melakukan pembelian yang tidak diinginkan, langsung, dan tidak realistis (Jones et al., 2003). Perhatian individu difokuskan pada kepuasan seketika menanggapi dorongan untuk membeli. Foroughi et al. (2013) melaporkan bahwa karena kurangnya kontrol diri, pembeli memiliki kecenderungan untuk membeli secara impulsif.

Foroughi et al. (2013) dalam studinya juga menyatakan pembeli dengan *Impulse buying Tendency* tinggi memiliki *urge to purchase* yang tinggi. Hasil penelitian ini juga didukung oleh Bellini et al. (2017). Berdasarkan uraian di atas, maka:

H₃: *Impulse buying tendency* memiliki pengaruh positif terhadap *urge to purchase* di Ranch Market.

Urge to purchase

Urge to purchase adalah sebagai keadaan di mana konsumen memiliki keinginan setelah menemukan objek di lingkungan belanja seperti produk, model, atau merek tertentu (Dholakia, 2000). Secara umum, *urge to purchase* lebih sering dialami oleh konsumen dibandingkan dengan *impulse buying*. Penelitian Verhagen & van Dolen (2011) menemukan bahwa tercipta hubungan yang signifikan dan positif antara *urge to purchase* dan *purchase behavior*. Dengan melakukan penjelajahan toko, dorongan untuk melakukan pembelian juga meningkat, di mana dapat menyebabkan peningkatan kemungkinan mereka masuk ke pembelian impulsif. *Positive affect* yang dirasakan oleh konsumen sangat berpengaruh terhadap dorongan untuk membeli. Hal ini menjadi tahap awal yang menjadi dorongan pada konsumen untuk melakukan pembelian impulsif. *Urge to purchase* sendiri menjadi permulaan di mana konsumen bereaksi untuk membeli secara impulsif dengan dipicu oleh adanya faktor-faktor yang dihadirkan oleh manajemen toko itu tersebut ataupun dari pribadi konsumen dan bisa juga akibat aktivitas penjelajahan di dalam toko. Bellini et al. (2017) menemukan bahwa semakin tinggi *positive affect* maka semakin tinggi *urge to purchase*. Berdasarkan uraian di atas maka:

H₄: *Positive affect* memiliki pengaruh positif terhadap *urge to purchase* di Ranch Market.

Konsumen mengalami dorongan untuk membeli secara impulsif lebih sering dibandingkan dengan pembelian *impulsive*. Verhagen & van Dolen (2011) menunjukkan bahwa terciptanya hubungan yang signifikan dan positif antara dorongan untuk membeli dan perilaku pembelian. Hasil ini juga didukung oleh Bellini et al. (2017). Berdasarkan uraian di atas, maka:

H₅: *Urge to purchase* memiliki pengaruh positif terhadap *impulse buying* di Ranch Market.

Negative affect

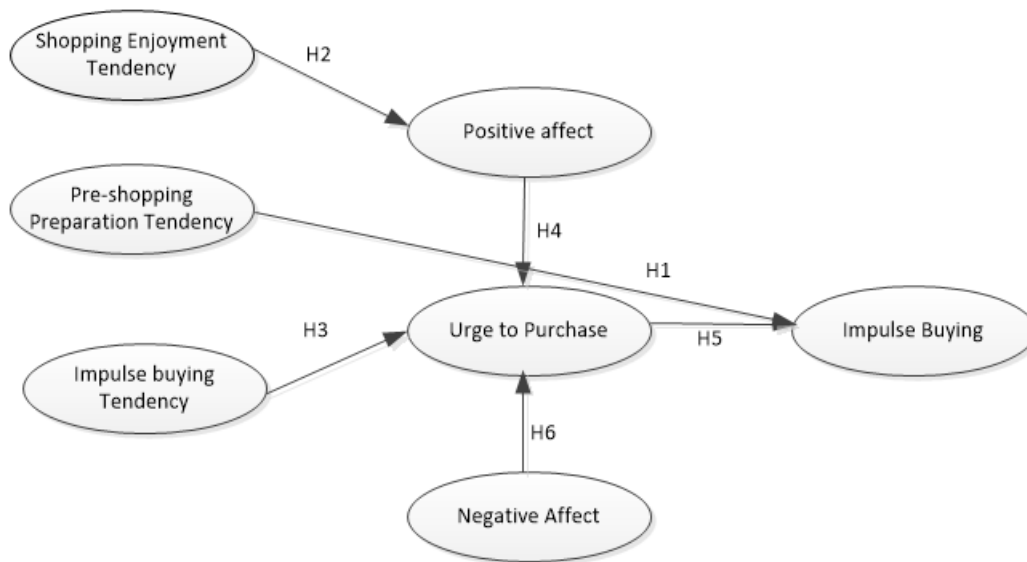
Negative affect merupakan kebalikan dari *positive affect*. *Negative affect* melibatkan perasaan tertekan dan keterlibatan yang tidak menyenangkan yang mempengaruhi berbagai keadaan afektif yang aversif, seperti kemarahan, jijik, rasa bersalah, ketakutan, dan iritasi. Pengaruh negatif dapat mencakup berbagai perasaan dan emosi negatif. Emosi negatif yang mungkin terjadi selama konflik proses termasuk frustrasi, kebencian, kemarahan, dan mencela. Sebuah kelompok peneliti berpendapat bahwa pengaruh negatif dapat mendorong pembelian impulsif (Verplanken & Herabadi, 2001) dan individu menunjukkan pembelian impulsif untuk mendapatkan efek lepas dari stres dan depresi (Youn & Faber, 2000).

Thompson dan Prendergast (2015) menemukan bahwa jika *negative affect* akan menurunkan kemungkinan terjadinya dorongan membeli secara impulsif. Alasannya adalah pengaruh negatif dapat menyebabkan penarikan dari toko sehingga sangat kecil kemungkinan

untuk mengarah pada dorongan pembelian impulsif. Oleh karena itu, hal tersebut dijadikan sebagai hipotesis:

H₆: *Negative affect* memiliki pengaruh negatif terhadap *impulse buying* di Ranch Market.

Gambar 1. Model Penelitian



Sumber: Replikasi dari Bellini et al. (2017)

METODE PENELITIAN

Jenis penelitian ini adalah penelitian kuantitatif dengan objek penelitian dalam penelitian ini adalah supermarket Ranch Market. Populasi penelitian ini adalah individu yang pernah berbelanja ke supermarket Ranch Market Jakarta dalam 3 bulan akhir. Teknik pengambilan sampel yang dilakukan adalah *purposive sampling* dengan kriteria individu yang sudah pernah berbelanja di Ranch Market minimal satu kali dalam tiga bulan terakhir. Jumlah kuesioner yang disebar sebanyak 260 responden. Metode analisis data menggunakan *Partial Least Squares - Structure Equation Modeling*. Evaluasi model pengukuran outer model dilakukan dengan uji validitas konvergen dengan syarat nilai *loading factor* di atas 0,4, nilai *average variance extracted* (AVE) di atas 0,5 dan juga nilai *composite reliability* harus lebih besar dari 0,7 (Hair et al., 2011). Setelah itu dilakukan evaluasi model struktural (*inner model*) dengan kriteria bahwa hasil penelitian diterima jika t-statistik >1,65.

Variabel *Impulse buying* terdiri dari empat indikator yang diadopsi Pradhan et al. (2018). Variabel *Pre-shopping preparation tendency* terdiri dari empat indikator. Variabel *Shopping enjoyment tendency* terdiri dari empat indikator. Variabel *Shopping Impulse buying Tendency* terdiri dari empat indikator. Variabel *positive affect* terdiri dari tiga indikator. Variabel *negative affect* terdiri dari empat indikator. Variabel *Urge to purchase* terdiri dari empat indikator. Variabel *Pre-shopping Preparation Tendency*, *Shopping Enjoyment Tendency*, *Shopping Impulse buying Tendency*, *positive affect*, *negative affect*, *Urge to purchase* diadopsi dari Bellini et al. (2017).

Sebelum dilakukan penyebaran data aktual, dilakukan studi pendahuluan di mana

terdapat semua indikator adalah valid dan semua variable yang ada reliabel dan layak untuk dilakukan penyebaran kuisioner aktual.

HASIL DAN DISKUSI

Profil Responden

Berikut ini adalah profil dari 200 responden pada penelitian ini yang dapat dilihat pada tabel 3.

Tabel 1 Profil Responden

Pernyataaan	Total	Percentage (%)
Gender:		
• Laki-laki	72	36%
• Perempuan	128	64%
Usia Responden:		
• 16–20 tahun	40	20%
• 21–30 tahun	90	45%
• 31–40 tahun	67	33,5
• >40 tahun	3	1,5%
Pendidikan:		
• SMA/SMK	92	46%
• S1	99	49,5%
• S2	8	4%
• S3	1	0,5%
Pekerjaan:		
• Pelajar	6	3%
• Mahasiswa/i	74	37%
• Karyawan	80	40%
• Wiraswasta	21	10,5%
• Lainnya	19	9,5%
Domisili:		
• Jakarta	103	51,5%
• Tangerang	80	40%
• Lainnya	17	18,5%
Frekuensi Berkunjung		
• 1x	56	28%
• 2x	81	40,5%
• 3x	38	19%
• >3x	25	12,5%

Uji Validitas dan Reliabilitas

Menguji validitas konvergen dan diskriminan merupakan cara yang paling sering digunakan dalam penelitian untuk melakukan pengukuran model Ghazali & Latan (2015). Uji validitas konvergen indikator dilihat dari nilai *loading factor* untuk tiap indikator konstruk. Pada pengujian ini terdapat satu indikator yang dihapus yaitu PPT4 karena memiliki *nilai outer loading* di bawah 0,4. Setelah dihapus maka dilakukan pengujian ulang. Hasil pengujian ulang dapat dilihat pada tabel 4 dan semua indikator memiliki nilai *outer loading* di atas 0,4 dan nilai *average variance extracted* (AVE) semua variabel yang ada di atas 0,5 dan memiliki nilai *composite reliability* (CR) di atas 0,7.

Tabel 2 Pengukuran Validitas dan Reliabilitas

Kontruks & item	Outer Loading
Shopping enjoyment tendency (SET) (CR=0,912/AVE=0,722)	
[SET1]: Berbelanja merupakan salah satu aktivitas favorit saya	0,857
[SET2]: Berbelanja adalah cara yang saya suka untuk menghabiskan waktu senggang	0,891
[SET3]: Saya akan meluangkan waktu untuk berbelanja.	0,818
[SET4]: Saya menikmati berbelanja hanya untuk bersenang-senang.	0,832
Pre-shopping preparation tendency (PPT) (CR=0,806/AVE=0,593)	
[PPT1]: Saya biasanya mengumpulkan informasi tentang penawaran dari Ranch Market sebelum memasuki tokonya.	0,857
[PPT2]: Saya biasanya merencanakan pembelian saya sesuai dengan promosi yang ditawarkan oleh Ranch Market.	0,888
[PPT3]: Saya tahu produk yang akan saya beli sebelum memasuki Ranch Market.	0,506
Impulse buying Tendency (IBT) (CR=0,894/AVE=0,679)	
[IBT1]: Saat saya pergi berbelanja di Ranch Market, saya membeli barang-barang yang sebenarnya saya tidak berniat membeli.	0,834
[IBT2]: Saya merupakan orang yang melakukan pembelian yang tidak direncanakan.	0,882
[IBT3]: Berbelanja secara spontan sangat menyenangkan	0,828
[IBT4]: Ketika saya melihat sesuatu yang sangat menarik perhatian saya, saya akan membeli tanpa mempertimbangkan konsekuensinya.	0,747
Positive affect (PA) (CR=0,907/AVE=0,764)	
[PA1]: Saya merasa bersemangat saat berbelanja di Ranch Market.	0,869
[PA2]: Saya merasa antusias saat berbelanja di Ranch Market.	0,890
[PA3]: Saya merasa senang saat berbelanja di Ranch Market.	0,863
Urge to purchase (UTP) (CR=0,906/AVE=0,708)	
[UTP1]: Saya tiba-tiba mengalami dorongan untuk membeli barang-barang yang tidak saya rencanakan saat berbelanja di Ranch Market.	0,848
[UTP2]: Saat berada di Ranch Market, saya melihat sejumlah barang yang ingin saya beli meskipun tidak ada dalam daftar belanjaan saya.	0,833
[UTP3]: Saya merasakan dorongan yang kuat untuk melakukan pembelian yang tidak direncanakan saat berada di Ranch Market.	0,892
[UTP4]: Saat berbelanja di Ranch Market, saya tiba-tiba merasa ingin membeli sesuatu.	0,789
Negative affect (NA) (CR=0,922/AVE=0,799)	
[NA1]: Saya merasa bosan saat berbelanja di Ranch Market.	0,843
[NA2 <i>Urge to purchase</i>]: Saya merasa lesu saat berbelanja di Ranch Market.	0,939
[NA3]: Saya merasa kesal saat berbelanja di Ranch Market.	0,897
Impulse buying (IB) (CR=0,914/AVE=0,727)	
[IB1]: Saat berbelanja di Ranch Market, saya membeli produk yang tidak saya butuhkan.	0,841
[IB2]: Saat berbelanja di Ranch Market, saya membeli produk yang biasa tidak saya beli.	0,874
[IB3]: Saat berbelanja di Ranch Market, saya membeli produk tanpa tahu alasan membeli.	0,852
[IB4]: Saat berbelanja di Ranch Market, saya membeli produk yang tidak saya rencanakan.	0,843

Notes: CR= Composite Reliability; AVE= average variance extracted.

Variabel diskriminan yang baik dapat ditunjukkan berdasarkan akar kuadrat dari AVE untuk setiap konstruk lebih besar dari korelasi antar konstruk dalam model (Ghozali & Latan, 2015). Berdasarkan hasil dari tabel 5 menunjukkan bahwa validitas diskriminan dari seluruh variabel yang ada telah tercapai karena nilai akar kuadrat dari AVE pada setiap telah lebih besar dari korelasi antar konstruk.

Tabel 3 Hasil Uji Validitas Diskriminan

	IB	IBT	NA	PA	PPT	SET	UTP
IB	0,852						
IBT	0,720	0,824					
NA	0,084	-0,011	0,894				
PA	0,516	0,467	-0,078	0,874			
PPT	0,292	0,103	0,102	0,437	0,770		
SET	0,424	0,473	-0,063	0,433	0,202	0,850	
UTP	0,533	0,642	-0,136	0,445	0,168	0,505	0,841

Notes: IB (*Impulse buying*), IBT (*Impulse buying Tendency*), NA (*Negative affect*), PA (*Positive affect*), PPT (*Pre-shopping Preparation Tendency*), SET (*Shopping Enjoyment Tendency*), UTP (*Urge to purchase*)

Hasil uji multikolonieritas pada penelitian ini dapat dilihat pada tabel 4, di mana tidak terjadi multikolineari.

Tabel 4 Hasil Uji Multikolonieritas (VIF)

	IB	IBT	NA	PA	PPT	SET	UTP
IB	-	-	-	-	-	-	-
IBT	-	-	-	-	-	-	1,280
NA	-	-	-	-	-	-	1,007
PA	-	-	-	-	-	-	1,288
PPT	1,029	-	-	-	-	-	-
SET	-	-	-	1,000	-	-	-
UTP	1,029	-	-	-	-	-	-

Notes: IB (*Impulse buying*), IBT (*Impulse buying Tendency*), NA (*Negative affect*), PA (*Positive affect*), PPT (*Pre-shopping Preparation Tendency*), SET (*Shopping Enjoyment Tendency*), UTP (*Urge to purchase*)

Nilai *r-square* dapat dilihat pada tabel 5 berikut. Nilai *r-square* dari *Positive affect* memiliki nilai *R-Square* sebesar 0,187 yang menunjukkan bahwa *Positive affect* memiliki nilai kemampuan sebesar 18,7% dan sisanya 81,3% dipengaruhi oleh faktor lain yang tidak dimasukkan ke dalam penelitian ini. Pada variabel *Urge to purchase* memiliki nilai *R-Square* sebesar 0,453 atau 45,3% dan sisanya 54,7% dipengaruhi oleh faktor lain yang tidak dimasukkan ke dalam penelitian ini. Variabel *Impulse buying* memiliki nilai *R-Square* 0,326 atau 32,6% dan sisanya 67,4% tidak dimasukkan kedalam penelitian ini karena dipengaruhi oleh faktor lain.

Tabel 5 Nilai r-square setiap Variabel

Pengujian Variabel	<i>r-square</i>
<i>Positive affect</i>	0,187
<i>Urge to purchase</i>	0,453
<i>Impulse buying</i>	0,326

Pengujian Hipotesis

Kemudian dalam menguji signifikansi koefisien korelasi antar independen variabel dan dependen variabel dapat ditentukan dengan melakukan uji t. Nilai minimal t-statistik dalam

penelitian ini adalah 1,65 dengan signifikansi 0,05. Tabel di bawah ini menunjukkan pengujian hipotesis mengenai apakah signifikansi atau tidak, sebagai berikut:

Tabel 6 Hasil Uji Model Struktural

	Hipotesis	Original Sample	t-Statistik	Hasil
H1	<i>Pre-shopping preparation tendency</i> berpengaruh negatif terhadap <i>Impulse buying</i> .	0,209	3,266	Tidak Diterima
H2	<i>Shopping enjoyment tendency</i> berpengaruh positif terhadap <i>Positive affect</i> .	0,433	6,020	Diterima
H3	<i>Impulse buying tendency</i> berpengaruh positif terhadap <i>Urge to purchase</i> .	0,559	7,249	Diterima
H4	<i>Positive affect</i> berpengaruh positif terhadap <i>Urge to purchase</i> .	0,174	2,346	Diterima
H5	<i>Urge to purchase</i> berpengaruh positif terhadap <i>Impulse buying</i> .	0,498	7,824	Diterima
H6	<i>Negative affect</i> berpengaruh negatif terhadap <i>Urge to purchase</i> .	-0,116	1,822	Diterima

Pembahasan

Hipotesis pertama menyatakan bahwa *pre-shopping preparation tendency* berpengaruh negatif terhadap *impulse buying* (t-statistik 3,226 > 1,65). Hasil ini ditolak karena pada penelitian ini didapatkan bahwa *pre-shopping preparation tendency* berpengaruh positif terhadap *impulse buying*. Hasil penelitian ini didukung oleh Bellini et al. (2017). Bellini et al. (2017) menemukan bahwa tingkat persiapan belanja bahan makanan mempengaruhi perilaku berbelanja di dalam toko dalam hal pembelian yang direncanakan ataupun impulsif. Karena bagi sebagian orang, walaupun mereka melakukan persiapan sebelum berbelanja seperti menyiapkan daftar belanjaan atau kegiatan *browsing* sebelum pergi berbelanja, hal tersebut tidak membantu mereka untuk terhindar dari perilaku pembelian impulsif itu sendiri. Untuk beberapa orang, persiapan sebelum berbelanja dilakukan agar mereka tidak melewatkan atau lupa untuk membeli keperluan mereka dan juga melakukan pencarian informasi terlebih dahulu untuk memastikan apakah barang yang dibutuhkan tersedia di toko tersebut atau tidak guna menghemat waktu, tenaga, dan biaya. Dari hasil penelitian ini dapat disimpulkan bahwa adanya persiapan pra-belanja tidak memiliki pengaruh negatif terhadap pembelian impulsif. Pelanggan Ranch Market ditemukan memiliki *pre-shopping preparation tendency* yang baik walaupun hasil penelitian menunjukkan bahwa *pre-shopping preparation tendency* berpengaruh positif terhadap *impulse buying*.

Hipotesis kedua menyatakan bahwa *shopping enjoyment tendency* berpengaruh positif terhadap *positive affect* (t-statistik 6,020 > 1,65). Pada penelitian ini hipotesis ini diterima. Saat pembeli merasa nyaman dan *enjoy* saat berbelanja, maka timbullah perasaan positif ketika berbelanja. Hasil penelitian ini didukung oleh penelitian yang dilakukan oleh Bellini et al. (2017) dan Mohan et al. (2013), yang menyatakan bahwa pembeli yang menikmati berbelanja secara impulsif menunjukkan hubungan positif antara kecenderungan membangun kenikmatan belanja dan perilaku pembelian impulsif itu sendiri. Ranch Market memiliki *shopping enjoyment tendency* yang baik dalam suasana tokonya, di mana hal ini memengaruhi *positive affect* dari pelanggan.

Hipotesis ketiga menyatakan bahwa *impulse buying tendency* berpengaruh positif terhadap *urge to purchase*. Hipotesis tiga diterima pada penelitian ini (t-statistik 7,249 > 1,65). Hal ini menunjukkan bahwa ketika seseorang memiliki *impulse buying tendency* maka akan memiliki *urge to purchase*. Hasil penelitian ini didukung oleh penelitian terdahulu dari

(Foroughi et al., 2013). Ranch Market memiliki *impulse buying tendency* yang baik dikarenakan pemetaan *layout* dan *merchandise* yang baik di mana hal ini memengaruhi *urge to purchase* pelanggan.

Hipotesis keempat menyatakan bahwa *positive affect* berpengaruh positif terhadap *urge to purchase*. Hipotesis ini diterima (t-statistik 2,346 > 1,65). Hasil ini menunjukkan bahwa ketika pelanggan merasakan *positive affect* maka *urge to purchase* dalam diri pelanggan akan keluar. Semakin tinggi *positive affect* tersebut maka *urge to purchase* akan meningkat. Hasil penelitian ini didukung oleh penelitian dari Bellini et al. (2017) yang menyatakan bahwa, *positive affect* menjadi faktor yang memengaruhi terjadinya dorongan untuk membeli. Ranch Market memiliki *positive affect* yang baik dalam suasana tokonya, di mana suasana positif yang baik ini dapat memengaruhi *urge to purchase* dari pelanggan.

Hipotesis kelima menyatakan bahwa *urge to purchase* berpengaruh positif terhadap *impulse buying*. Hipotesis ini diterima (t-statistik 7,824 > 1,65). Hal ini menunjukkan bahwa ketika pelanggan merasakan *urge to purchase* maka hal ini akan menciptakan *impulse buying*. Hal ini sejalan penelitian Bellini et al. (2017) dan Verhagen & van Dolen (2011) dalam penelitiannya menunjukkan bahwa terciptanya hubungan yang signifikan dan positif antara dorongan untuk membeli dan perilaku pembelian impulsif yang sebenarnya. Ranch Market memiliki *urge to purchase* yang baik dalam suasana tokonya, di mana hal ini memengaruhi *impulsive buying* dari pelanggan.

Hipotesis keenam menyatakan bahwa *negative affect* berpengaruh negatif terhadap *urge to purchase*. Hasil penelitian ini diterima (t-statistik 1,822 > 1,65). Penelitian ini sejalan dengan penelitian yang dilakukan oleh Thompson & Prendergast (2015), di mana dikatakan *negative affect* akan menurunkan kemungkinan terjadinya dorongan membeli. Ranch Market tidak memiliki *negative affect* dalam suasana tokonya, di mana hal ini memengaruhi *urge to purchase* dari pelanggan.

KESIMPULAN

Adapun kesimpulan dari penelitian ini adalah:

1. *Pre-shopping preparation tendency* tidak berpengaruh terhadap *Impulse buying*.
2. *Shopping enjoyment tendency* berpengaruh positif terhadap *Positive affect*.
3. *Impulse buying Tendency* berpengaruh positif terhadap *Urge to purchase*.
4. *Positive affect* berpengaruh positif terhadap *Urge to purchase*.
5. *Urge to purchase* berpengaruh positif terhadap *Impulse buying*.
6. *Negative affect* berpengaruh negatif terhadap *Urge to purchase*.

Implikasi Teoritis

Hasil penelitian ini secara umum berhasil memberikan tambahan literatur dan referensi mengenai *impulse buying*, *Pre-shopping Preparation Tendency*, *Shopping Enjoyment Tendency*, *Impulse buying Tendency*, *Positive affect*, *Negative affect*, dan *urge to purchase*. Secara khusus penelitian ini menunjukkan bahwa *pre-shopping preparation tendency* tidak berpengaruh positif terhadap *impulse buying* akan tetapi *urge to purchase* berpengaruh positif terhadap *impulse buying*. *Shopping enjoyment tendency* berpengaruh positif terhadap *positive affect*. *Positive affect* dan *impulse buying tendency* berpengaruh positif terhadap *urge to purchase* dan *negative affect* berpengaruh negatif terhadap *urge to purchase*.

Implikasi Manajerial

Implikasi manajerial pada penelitian ini yang pertama adalah *Pre-shopping preparation tendency* tidak berpengaruh terhadap *Impulse buying*. Hal ini berarti bahwa ketika pelanggan cenderung untuk melakukan persiapan berbelanja maka hal tersebut tidak akan membuatnya melakukan *impulse buying*. Kedepannya produsen yang menjual produk di toko ritel khususnya di supermarket Ranch Market diharapkan untuk tetap memberikan informasi yang relevan, terpercaya, dan terbaru secara lebih detail pada iklan di media sosial maupun tradisional mengenai produk, harga, promo, dan sebagainya agar konsumen dapat lebih memudahkan dalam pencarian informasi sebelum berbelanja dan membuat mereka membutuhkan produk tersebut sebelum berbelanja sehingga produk tersebut menjadi tercantum pada daftar belanja mereka.

Shopping enjoyment tendency berpengaruh positif terhadap *Positive affect*. Untuk itu pelaku bisnis supermarket Ranch Market diharapkan untuk dapat meningkatkan *shopping enjoyment tendency* agar *positive affect* meningkat. Hal ini dapat dilakukan dengan cara menciptakan suasana dan kondisi yang nyaman dan menyenangkan di dalam maupun di area sekitar supermarket agar pembeli merasa nyaman dan mau menghabiskan waktu lebih lama di supermarket.

Impulse buying Tendency berpengaruh positif terhadap *Urge to purchase*. Untuk itu pelaku bisnis ritel Ranch Market disarankan untuk meningkatkan *impulse buying tendency* agar *urge to purchase* meningkat. *Impulse buying tendency* dapat ditingkatkan dengan cara menempatkan produk di tempat yang sering menjadi pusat perhatian pengunjung, menempatkan bersebelahan antara produk yang digunakan bersamaan dengan produk lain, seperti produk sabun cuci piring, diselipkan juga spons cuci piring dengan *point of purchase* yang menarik dan simpel dan membuat *point of purchase* yang menarik.

Positive affect memiliki pengaruh positif terhadap *Urge to purchase*. Ketika *positive affect* berpengaruh meningkat maka *urge to purchase* meningkat. Untuk itu pelaku bisnis supermarket Ranch Market harus dapat meningkatkan *positive affect*, dengan cara membuat suasana hati pelanggan positif ketika berbelanja dengan cara membuat suasana toko dan atmosfir yang nyaman dan menyenangkan, menyetel musik di toko yang dapat mendorong mereka untuk semangat melakukan pembelian, mengatur tata letak barang yang rapi, menarik dan memudahkan mereka untuk menelusuri toko.

Negative affect berpengaruh negatif terhadap *urge to purchase*, hal ini berarti bahwa ketika *negative affect* di Ranch Market meningkat maka *urge to purchase* menurun dan ketika *negative affect* di Ranch Market menurun maka *urge to purchase* meningkat. Untuk itu Ranch Market harus dapat menurunkan *negative affect* dengan cara menjual produk yang relevan dengan karakteristik toko ritel tersebut, mengenakan harga jual yang sesuai dengan target market dan segmentasi dari toko ritelnya. Tambahan lainnya memberikan layanan yang baik, karyawan toko yang ramah dan siap membantu agar suasana negatif yang dialami pelanggan berkurang.

Terakhir adalah *urge to purchase* berpengaruh positif terhadap *impulse buying*, di mana hal ini berarti bahwa semakin meningkat *urge to purchase* maka *impulse buying* semakin meningkat. Untuk itu pelaku bisnis supermarket Ranch Market harus dapat meningkatkan *urge to purchase*. *Urge to purchase* dapat ditingkatkan dengan cara menempatkan produk di tempat yang strategis, penyusunan produk yang dapat dilihat dengan mudah oleh pelanggan, memadukan produk yang harus digunakan secara bersamaan, memberikan informasi produk-produk promo melalui speaker. Ketika toko ramai ataupun per 30 menit agar pelanggan tiba-tiba memiliki keinginan untuk membeli produk tersebut.

Keterbatasan dan Saran untuk penelitian selanjutnya

Keterbatasan penelitian ini adalah pertama objek penelitian yang hanya berfokus pada satu supermarket saja yaitu Ranch Market Jakarta, sehingga tidak dapat digeneralisir. Untuk itu pada penelitian selanjutnya untuk meneliti supermarket atau toko retail lainnya di kota besar lainnya. Saran lainnya adalah menambah variabel lain yang dapat memengaruhi terjadinya pembelian impulsif yang tidak terdapat pada penelitian ini seperti: *consumer behaviour*, *purchase decision* dan *social media effect*.

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THE INFLUENCE OF CUSTOMER EXPERIENCE, UTILITARIAN BENEFITS, AND HEDONIC BENEFITS ON INTENTION TO RECOMMEND (CASE STUDY ON KOPI JANJI JIWA BELITUNG)

Tresia Anggraini, Innocentius Bernarto*

Universitas Pelita Harapan, Tangerang, Indonesia

e-mail: bernarto227@gmail.com

*(Corresponding Author indicated by an asterisk *)*

ABSTRACT

This study aims to examine the effect of customer experience on customer satisfaction, the effect of utilitarian benefits on customer satisfaction, the effect of hedonic benefits on customer satisfaction, the effect of customer experience on intention to recommend, the effect of utilitarian benefits on intention to recommend, the effect of hedonic benefits on intention to recommend, the effect of customer satisfaction on intention to recommend. This research was conducted using the incidental sampling method, from consumers of Kopi Janji Jiwa Belitung, Indonesia. This research was conducted using Partial Least Square-Structural Equation Modeling (PLS-SEM) method with the help of the Smart PLS program in testing the validity and reliability, as well as testing the hypothesis from the questionnaire used that has been distributed to 400 respondents. The results of this study indicate that customer experience, utilitarian benefits, and hedonic benefits affect customer satisfaction, then utilitarian benefits and customer satisfaction affect intention to recommend, but customer experience and hedonic benefits have no effect on intention to recommend.

Keywords: Customer experience; utilitarian benefit; and hedonic benefit; customer satisfaction; intention to recommend

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh customer experience terhadap customer satisfaction, pengaruh utilitarian benefit terhadap customer satisfaction, pengaruh hedonic benefit terhadap customer satisfaction, pengaruh customer experience terhadap intention to recommend, pengaruh utilitarian benefit terhadap intention to recommend, pengaruh hedonic benefit terhadap intention to recommend, pengaruh customer satisfaction terhadap intention to recommend. Penelitian ini dilakukan dengan metode penarikan sampel incidental sampling, dari konsumen Kopi Janji Jiwa Belitung, Indonesia. Penelitian ini dilakukan dengan menggunakan metode Partial Least Square-Structural Equation Modeling (PLS-SEM) dengan bantuan program Smart PLS dalam pengujian validitas dan reliabilitas, serta menguji hipotesis dari kuesioner yang telah disebarakan kepada 400 responden. Hasil penelitian ini menunjukkan bahwa customer experience, utilitarian benefit, dan hedonic benefit berpengaruh terhadap customer satisfaction, lalu utilitarian benefit dan customer satisfaction berpengaruh terhadap intention to recommend, akan tetapi customer experience dan hedonic benefit tidak berpengaruh terhadap intention to recommend.

Kata Kunci: Customer experience; utilitarian benefit; hedonic benefit; customer satisfaction; intention to recommend

INTRODUCTION

Nowadays, the retail industry is the main target for start-up businessmen and old players who want to target new target markets. This is the cause of increasingly intense competition between sellers, so this fact forces them to continue to innovate and keep up with the times. Many local brands in Indonesia have sprung up and presented the latest innovations every year in all types of industrial fields, including the food and beverage industry. In 2018, local coffee with Sumatra robusta blends emerged which now has hundreds of branches in almost every corner of the city in Indonesia, namely Kopi Janji Jiwa, in the city of Belitung, Indonesia, as the object of observation in this study.

Customer satisfaction has a positive relationship with intention to recommend (Bahthiar & Hariadi, 2011). This proves that the intention of consumers to recommend will be formed if they get customer satisfaction from the products or services offered by the company. After conducting a brief interview with the owner of Kopi Janji Jiwa Belitung (Elvy, 2020), it can be concluded that this coffee shop with its flagship menu of palm milk coffee has 80% of consumers' expectation to feel customer satisfaction when consuming Kopi Janji Jiwa Belitung compared to other competing coffee shops. The results of the preliminary research revealed that out of 16 students, 31.3% of respondents were satisfied to consume Janji Jiwa Coffee, compared to 4 other coffee brands that were questioned (Kopi Kenangan, Maxx Coffee, Lain Hati, and Fika).

Based on the description above, the formulation of the problem to be answered is how the variables that support customer satisfaction can form an intention to recommend for customers. Research questions that can be taken are: does customer experience affect customer satisfaction; whether utilitarian benefits affect customer satisfaction; whether hedonic benefits affect customer satisfaction; whether the customer experience affects the intention to recommend; whether the utilitarian benefit affects the intention to recommend; whether the hedonic benefit affects the intention to recommend; whether customer satisfaction has an effect on intention to recommend. This research is a replication study based on the research framework model used by Susanti and Rptiono (2019), which was conducted in Kebumen Regency, Indonesia, on iPhone users. The reason for using this research model is to know whether the research model that uses the electronic industry research object is the same if it is applied to the food and beverage industry.

LITERATURE REVIEW AND SUBMISSION OF HYPOTHESIS

Customer Satisfaction

Customer satisfaction is all activities that must be customer-focused and committed to developing successful partnerships from the start, implementing effective project and process management throughout the life cycle (Stamatis, 2016). The measurement of customer satisfaction concerns the gap between customer expectations regarding the product or service they receive against customer perceptions after using or consuming the product or service (Arboretti et al., 2018). Customer satisfaction, defined by Oliver (1980, in Chun & Nyam-Ochir, 2020) as an assessment or evaluation after buying a product or service. An approach paradigm that explains the process of forming customer satisfaction introduced by Oliver (1980, quoted in Krüger, 2016), states that a process of comparison, both consciously and unconsciously, of the perceived performance of a product or service with the expected performance before it occurs. According to Solomon (2017), marketers are obliged to provide safe and functional products as part of their business activities, both ethically and financially with the aim of maximizing customer satisfaction.

Intention to Recommend

Intention to recommend in this study is conceptualized on the extent to which consumers say positive things about a product so that it can encourage others to use the product. Chun and Nyam-Ochir (2020) reveal that customers who have a good experience will recommend the restaurant to others, spread positive information, or become loyal customers. Wang (2015) mentioned the intention to recommend which requires word of mouth for customers because this is a predictor for companies to measure their performance.

Relationship between Customer Experience, Customer Satisfaction, and Intention to Recommend

Customer experience is a response obtained from a customer that is internal and subjective to a company, either directly related (the meeting process from purchasing, service to use) or indirectly (unplanned meeting assuming the value of a representative product, service, brand, or criticism of the company through news reports, and reviews) (Mayer & Schwager, 2007). Previous research conducted by Mantala and Firdaus (2016), with the object of research on Android smartphone users, revealed that there is a significant relationship between customer experience and customer satisfaction. Previous research was also conducted by Hijjah and Ardiansari (2015) with the object of research "The Fountain Water Park and Resto" which also stated that customer experience has a direct effect on customer satisfaction. Based on these results, it can be concluded that the better the customer experience, the greater the level of customer satisfaction with the product. Previous research regarding the relationship between customer experience and intention to recommend by Chun and Nyam-Ochir (2020) with the object of research for fast food restaurants revealed that customers who have good experiences in a restaurant will recommend the restaurant to others, spread positive information, or become a loyal customer. Previous research was also conducted by Mahdzar et al. (2017) with the research object of Malaysian Museum visitors, who stated that there is a direct relationship between customer experience and the customer's intention to recommend to others. This means, the better the customer experience the consumer gets, the higher the customer's intention to recommend it to others. Based on the results of this study, the proposed hypothesis is

H₁: There is a Customer Experience effect on Customer Satisfaction

H₄: There is a Customer Experience effect on Intention to Recommend

Relationship between Utilitarian Benefit, Customer Satisfaction, and Intention to Recommend

Utilitarian benefits are related to the benefits of owning a product which resembles economic theory and the perception of offering products that are tangible, efficiency, and utility to meet customer functional needs (Wang, 2015). Previous researchers conducted by Lamidi and Rahadhini (2017) who examined the effect of utilitarian benefits on customer satisfaction at a typical Solo restaurant, revealed that there is a significant relationship between utilitarian benefits and customer satisfaction. Research conducted by Yanti and Amelia (2015) with the research object of Matahari Department Store Surabaya revealed that utilitarian shopping value has a significant effect on the customer satisfaction variable. Based on these results, it can be concluded that the better the utilitarian benefits obtained by customers, the higher the level of customer satisfaction. Research on the effect of utilitarian benefits on customer satisfaction was also conducted by Santoso (2016) on probiotic drinks, which revealed that utilitarian benefits played a significant role in consumer satisfaction.

Research that discusses the relationship between utilitarian benefits and intention to recommend conducted by Kesari and Atulkar (2016) with the object of research by buyers at the Bhopal City Mall states that there is a positive relationship between utilitarian benefits and intention to recommend. Then, the research is also consistent with research conducted by Xu et al. (2015) with the object of research on mobile applications (mobile apps) which states that there is a positive relationship between utilitarian benefits and intention to recommend. This means, if consumers get greater utilitarian benefits, then the intention to be recommended for consumers will be even greater. Based on the results of this study, the proposed hypotheses are:

H₂: There is a Utilitarian Benefit effect on Customer Satisfaction

H₅: There is a Utilitarian Benefit effect on Intention to Recommend

Relationship between Hedonic Benefit, Customer Satisfaction, and Intention to Recommend

Previous researchers conducted by Lamidi and Rahadhini (2017) who examined the effect of hedonic benefits on customer satisfaction at a typical Solo restaurant, revealed that there is a significant relationship between hedonic benefits and customer satisfaction. Similar research was also conducted by Yanti and Amelia (2015) with the research object of Matahari Department Store Surabaya, which stated that hedonic shopping value with customer satisfaction variables had a significant effect. Research on the effect of hedonic benefits on customer satisfaction was also conducted by Santoso (2016), which revealed that hedonic benefits play a significant role in consumer satisfaction. Based on the results of this study, it can be concluded that the better the hedonic benefits obtained by customers, the higher the level of customer satisfaction.

Previous research on the relationship between hedonic benefits on intention to recommend by Wang (2015) and the object of research on retail product packaging stated that there is a function of the antecedent hedonic benefit from intention to recommend. Then, a similar research was also conducted by Xu et al. (2015) with the object of research on mobile applications (mobile apps) which states that there is a positive relationship between hedonic benefits and intention to recommend. This means, if consumers get greater hedonic benefits, then the intention to be recommended for consumers will be even greater. Based on the results of this study, the proposed hypotheses are:

H₃: There is an Hedonic Benefit effect on Customer Satisfaction

H₆: There is an Hedonic Benefit effect on Intention to Recommend

Relationship between Customer Satisfaction and Intention to Recommend

The measurement of customer satisfaction concerns the gap between customer expectations regarding the product or service they receive against customer perceptions after using or consuming the product or service (Arboretti et al., 2018). Preliminary research conducted by Prayag et al. (2017) says that customer satisfaction is a strong factor to support a customer's intention to recommend a product or service to family, friends or other closest people. Darmastuti and Triatmoio (2009) also conducted a similar study with Semarang tourist objects, stating that there is a positive relationship between customer satisfaction with the intention to recommend, even consumer satisfaction is able to estimate consumer behavior in the future. Research conducted by Bahthiar and Hariadi (2011) with the object of visitors to Owabong Waterpark states that there is a positive relationship between customer satisfaction and intention to recommend. This means, if consumers get good customer satisfaction, then

the intention to be recommended for consumers will be even better. Based on the results of this study, the proposed hypothesis is:

H₇: There is a Customer Satisfaction effect on Intention to Recommend

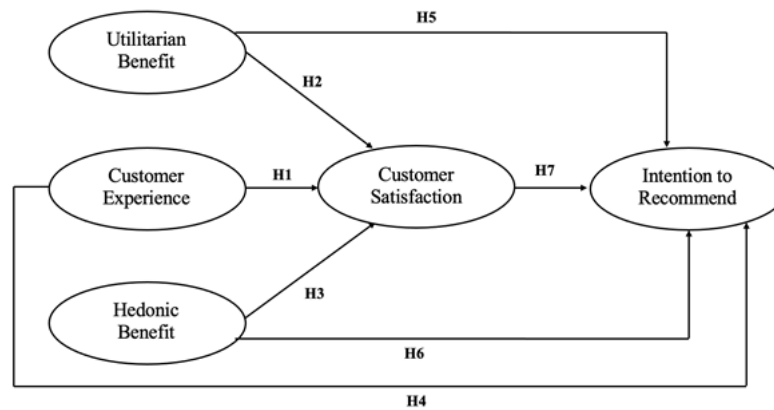


Figure 1. Research Model
 Source: Susanti & Riptiono (2019)

RESEARCH METHODS

Collecting data in this study is to use a questionnaire instrument as the primary data source. The target population used is all Kopi Janji Jiwa Belitung consumers aged 15–34 years in the Belitung area. The research was conducted for one month, namely October 2020. The sampling technique was carried out by incidental sampling. The number of samples in this study was obtained from the calculation of the sample size for a proportion formula (Mason et al., 1999), which is $n = \frac{p(1-p)}{(z/E)^2}$, where $p = 0.5$ (assumed that the consumer of Kopi Janji Jiwa who intends to recommend = 50%), $z = 1.96$ (confident level = 95%), and $E = 0.05$ (set error = 5%), then the results are 385 which are set to 400 respondents.

Questionnaire items on each variable in the study, namely customer experience, utilitarian benefits, hedonic benefits, customer satisfaction, and intention to recommend were measured using a 5-point Likert scale, namely 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. Items in the customer experience variable adapted from Nasution (2019); Susanti and Riptiono (2019). For the utilitarian benefit variable, the items were adapted from Hernowo (2005, quoted in Kusumahati et al., 2013). Meanwhile, the items in the hedonic benefit variable are the result of adaptation from Susanti and Riptiono (2019). Then, items in the customer satisfaction variable were adapted from Tjiptono (2014, quoted in Al-Baroroh, 2019). Finally, the items in the intention to recommend variable were adapted from de Matos (2008 quoted in Susanti and Riptiono, 2019). This research uses statistical data analysis method Partial Least Square - Structural Equation Model or PLS-SEM with SmartPLS 3.0 program.

Measurement Model

Evaluation of the measurement model (validity and reliability testing) at this stage is carried out first before evaluating the structural model. The validity test is carried out by calculating the value of composite reliability, average variance extracted (AVE), and factor loadings or outer loadings, with each of the maximum values that must be met is 0.7, 0.5, and 0.7 (Ghozali & Latan, 2014). At the validity testing stage, there is also a measure for

discriminant validity, with the condition that the overall construct in the variable has a square root value of AVE that is greater than the correlation value between the constructs in the model. Another way to verify validity is by testing reflexive indicators, namely by looking at the cross loading value for each variable that must be more than 0.70 (Ghozali & Latan, 2014).

Based on table 1, it shows the results of data processing on testing for each construct and item in the study can be declared valid. All values of composite reliability in the calculation results are valid, ranging from 0.806 to 0.926. The AVE value is likewise declared valid with a value of 0.542 to 0.862. Likewise with the factor loading value, which ranges from 0.645 to 0.926. Although there are several indicators that show a value less than 0.7, these indicators can still be said to be valid because they are supported by an AVE value that exceeds 0.5 (Ghozali & Latan, 2014).

Table 1. Measurement model evaluation

Construct and item		Factor Loading
Customer Experience/CE (AVE=0.542; CR=0.825)		
CE1	I love the taste of the Kopi Janji Jiwa Belitung drink	0.742
CE2	The Kopi Janji Jiwa Belitung drink has a creative concept	0.738
CE6	I visited Kopi Janji Jiwa Belitung to meet with friends or colleagues	0.645
CE8	I'm comfortable hanging out at Kopi Janji Jiwa	0.811
Utilitarian Benefit/UB (AVE=0.628; CR=0.871)		
UB1	I bought Kopi Janji Jiwa Belitung because the price is affordable	0.820
UB3	I bought Kopi Janji Jiwa Belitung because it is easy to reach	0.705
UB5	I bought Kopi Janji Jiwa Belitung because I needed it	0.803
UB7	I feel that I have benefited when I bought Kopi Janji Jiwa Belitung	0.836
Hedonic Benefit/HB (AVE=0.583; CR=0.806)		
HB1	I feel special pleasure, by buying Kopi Janji Jiwa Belitung	0.823
HB7	I feel happy when buying Kopi Janji Jiwa Belitung for friends or family	0.807
HB8	I feel happy when I buy Kopi Janji Jiwa Belitung when there is a discount or other promotion	0.649
Customer Satisfaction/CS (AVE=0.572; CR=0.914)		
CS1	I feel satisfied with the beverage products served by Kopi Janji Jiwa Belitung	0.786
CS2	I am satisfied with the speed of the Kopi Janji Jiwa Belitung service	0.645
CS4	I am satisfied with the friendliness of the customer service staff of Kopi Janji Jiwa Belitung	0.696
CS5	I will return to buy drinks at Kopi Janji Jiwa Belitung	0.764
CS6	I feel that Kopi Janji Jiwa has a competitive advantage over other coffee shops	0.766
CS7	I will recommend Kopi Janji Jiwa Belitung to my friends and family	0.802
CS8	I feel that Kopi Janji Jiwa Belitung has provided the product that I expect as a whole	0.790
CS9	I feel that Kopi Janji Jiwa Belitung has provided the overall service I expect	0.786
Intention to Recommend (AVE=0.862; CR=0.926)		
IR3	I intend to recommend Kopi Janji Jiwa Belitung more than other coffee shops	0.931
IR5	I feel that Kopi Janji Jiwa provides a sense of comfort that I cannot get from other competing coffee shops	0.926
Explanation: AVE= average variance extracted; CR= composite reliability		

Source: Results of Data Processing

In table 2, it shows that the results of testing the validity with discriminant validity can be declared valid where the overall construct in the variable has a square root value of AVE that is greater than the correlation value between the constructs in the model. Another way to

verify validity is by testing reflexive indicators, namely by looking at the cross loading value for each variable that must be more than 0.70 (Ghozali & Latan, 2014). In discriminant validity, the study used the Fornell-Larcker criterion assessment.

Table 2. Discriminant validity

	CE	CS	HB	IR	UB
CE	0.736				
CS	0.702	0.756			
HB	0.625	0.741	0.764		
IR	0.567	0.703	0.529	0.928	
UB	0.626	0.707	0.650	0.627	0.793

Source: Results of Data Processing

Structural Model

In testing the inner model (structural model) with PLS-SEM, Ghozali and Latan (2014) state that testing can be done by looking at the R-Square (R²) value for each endogenous (dependent) latent variable as a prediction of the structural model, with an accuracy value. Acceptable predictions, namely 0.75, 0.50, and 0.25 can describe a strong, moderate, and weak model. Table 3 describes that the customer satisfaction and trust constructs, respectively, have the R² value of 68.2% and 53.4%. The customer satisfaction construct is explained by the customer experience, utilitarian benefit, and hedonic benefit construct of 68.2%, the remaining 31.8% is explained by other constructs. While the intention to recommend construct is explained by the customer experience, utilitarian benefit, and hedonic benefit construct of 53.4%, the remaining 46.6% is explained by other constructs that are not included in this research model.

Table 3. Coefficient of determination

Variable	R-Square
Customer Satisfaction	0.682
Intention to Recommend	0.534

Source: Results of Data Processing

Next, multicollinearity testing which is carried out using the VIF (Variance Inflation Factor) calculation aims to determine the absolute formative construct (Ghozali & Latan, 2014). The VIF value is recommended not to be more than 5, so this can prove that there is no multicollinearity in a research model (Ghozali & Latan, 2014). The multicollinearity test can be seen in table 4, showing that all values are not more than 5, which means that there is no multicollinearity in the model. In table 4:14, there are endogenous (dependent) variables along with the R-square.

Table 4. Multicollinearity Evaluation

As a predictor of CS		As a predictor of IR	
Construct	VIF	Construct	VIF
CE	1.900	CE	2.168
HB	2.004	CS	3.142
UB	2.007	HB	2.447
		UB	2.254
Explanation: CE=customer experience; HB=hedonic benefit; UB=utilitarian benefit; CS=customer satisfaction; IR= intention to recommend.			

Source: Results of Data Processing

Then, the hypothesis testing was carried out with SmartPLS using the bootstrapping procedure, in which all the original samples were used to resample again with the suggested number of bootstrap samples, namely 5000, and the significance value used was (two-tailed) t-table 1.96 (significant level = 5%), so that the t-statistic results obtained should not exceed 1.96 (Ghozali & Latan, 2014). The results of the hypothesis test which can be seen in Table 5 show that there are five hypotheses accepted and two others rejected, namely the fourth and sixth hypotheses.

Table 5. Size and Significance of Path Coefficient

Hypothesis	Standardized Path Coefficient	t-statistic	Decision
H ₁ : Customer Experience affects Customer Satisfaction	0.292	5.917	Supported
H ₂ : Utilitarian Benefit affects Customer Satisfaction	0.280	6.057	Supported
H ₃ : Hedonic Benefit affects Customer Satisfaction	0.376	6.383	Supported
H ₄ : Customer Experience affects Intention to Recommend	0.095	1.665	Not Supported
H ₅ : Utilitarian Benefit affects Intention to Recommend	0.255	3.545	Supported
H ₆ : Hedonic Benefit affects Intention to Recommend	-0.076	1.100	Not Supported
H ₇ : Customer Satisfaction affects Intention to Recommend	0.512	7.176	Supported

Source: Results of Data Processing

DISCUSSION

The results of testing the first hypothesis (H₁), namely that customer experience has an effect on customer satisfaction is supported. The better the customer experience, the greater the level of customer satisfaction with the product. The results of this study are consistent with previous research conducted by Hijjah and Ardiansari (2015); Mantala and Firdaus (2016). The results of testing the second hypothesis (H₂), namely the utilitarian benefits affect customer satisfaction is supported. Based on these results, it can be concluded that the better the utilitarian benefits obtained by customers, the higher the level of customer satisfaction. The results of this study are consistent with previous research conducted by Lamidi and Rahadhini (2017); Yanti and Amelia (2015).

The results of testing the third hypothesis (H₃), namely the hedonic benefit affecting customer satisfaction is supported. Based on the results of this study, it can be concluded that the better the hedonic benefits obtained by customers, the higher the level of customer satisfaction. The results of this study are consistent with previous research conducted by Lamidi and Rahadhini (2017); Santoso (2016); Yanti and Amelia (2015). The results of testing the fourth hypothesis (H₄), namely that customer experience has an effect on the intention to recommend is not supported. This means that even if the customer experience is getting better, it does not have an impact on the customer's intention to recommend it to others. The results of this study are inconsistent with previous research conducted by Chun and Nyam-Ochir (2020); Mahdzar et al. (2017).

The results of testing the fifth hypothesis (H₅), namely that the utilitarian benefit has an effect on the intention to recommend is supported. This means, if consumers get greater utilitarian benefits, then the intention to be recommended for consumers will be even greater. The results of this study are consistent with previous research conducted by Kesari and Atulkar (2016) and Xu et al. (2015). The results of testing the sixth hypothesis (H₆), namely that the

hedonic benefit affects the intention to recommend is not supported. This means, even though consumers get the hedonic benefit, it does not have an impact on the intention to recommend to others for consumers. The results of this study are inconsistent with previous research conducted by Wang (2015) and Xu et al. (2015). The results of testing the seventh hypothesis (H₇), namely that customer satisfaction has an effect on intention to recommend is supported. This means, if consumers get good customer satisfaction, then the intention to be recommended for consumers will be even better. The results of this study are consistent with previous studies conducted by Darmastuti and Triatmoio (2009); Bahthiar and Hariadi (2011); Prayag et al. (2017).

CONCLUSION

The results of hypothesis testing show that customer experience has a positive effect on customer satisfaction, utilitarian benefits have a positive effect on customer satisfaction, hedonic benefits have a positive effect on customer satisfaction, customer experience has no effect on intention to recommend, utilitarian benefits have a positive effect on intention to recommend, hedonic benefits do not influence and negatively correlates with intention to recommend, customer satisfaction has a positive effect on intention to recommend.

LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

This research certainly has limitations due to certain things from various factors. The following are some of the limitations in this study. First, the results of the study were limited to the Belitung area, so the results of the study could not describe Kopi Janji Jiwa in general or as a whole. Therefore, the recommended suggestion for further research is that the object of research can be expanded, because consumer behavior in each region will vary, especially in small islands like Belitung, so that research will be better if it is carried out in the scope of Bangka Belitung Province.

Second, in the questionnaire on the demographics section, the frequency of the respondents who consumed Kopi Janji Jiwa Belitung was not included. Therefore, the recommended suggestion for further research is the distribution of questionnaires in this study it has been assumed that the respondent is a consumer of Kopi Janji Jiwa Belitung, but it is suggested for further research to include the frequency of product consumption, because the problem in this study is about consumer dissatisfaction with the consistency of taste. the drinks that are served, it would be better if the respondent bought and consumed Kopi Janji Jiwa Belitung more than once.

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ANALYSIS OF THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY AND PRICE PERCEPTION ON PURCHASE DECISION OF HONDA AUTOMATIC TRANSMISSION MOTORCYCLE IN WEST HALMAHERA

Gabriel Sylvian Frans Ofa, Dewi Wuisan

Universitas Pelita Harapan, Tangerang, Indonesia

e-mail: dewi.wuisan@uph.edu

*(Corresponding Author indicated by an asterisk *)*

ABSTRACT

The aim of this study is to analyze the influence of a brand image, product quality, and price perception on a consumer's purchase decision process to buy a Honda motorcycle with automatic transmission (Hondamatic) in West Halmahera. The population of the research consists of the users of Hondamatic motorcycles. The sample is collected using purposive sampling with a quantitative approach. The data was collected using a google form electronic questionnaire. The measurement and structural model were analyzed using SmartPLS 3.0. Respondents of this study consist of 160 West Halmahera residents. The result of the analysis concluded that brand image positively influences the consumer's purchase decision process of Hondamatic in West Halmahera. Product quality does not positively influence the purchase decision process and price perception influences the purchase decision process of Hondamatic in West Halmahera.

Keywords: brand image; product quality; price perception; purchase decision

ABSTRAK

Tujuan penelitian ini adalah untuk menganalisis pengaruh citra merek, kualitas produk, dan persepsi harga terhadap proses keputusan pembelian konsumen sepeda motor matic Honda di Halmahera Barat. Populasi dalam penelitian ini adalah pengguna sepeda motor matic Honda. Pengambilan sampel dalam penelitian ini menggunakan *purposive sampling* menggunakan pendekatan kuantitatif dengan metode pengumpulan menggunakan kuesioner elektronik melalui Google Forms. Model pengukuran dan model struktural dalam penelitian ini dianalisis dengan menggunakan SmartPLS 3.0. Responden dalam penelitian ini adalah masyarakat Halmahera Barat sebanyak 160 responden. Hasil analisis dapat disimpulkan bahwa: Citra merek berpengaruh positif terhadap proses keputusan pembelian konsumen sepeda motor matic Honda di Halmahera Barat; kualitas produk tidak berpengaruh positif terhadap proses keputusan pembelian konsumen sepeda motor matic Honda di Halmahera Barat; dan persepsi harga berpengaruh positif terhadap proses keputusan pembelian konsumen sepeda motor matic Honda di Halmahera Barat.

Kata Kunci: citra merek; kualitas produk; persepsi harga; keputusan pembelian

INTRODUCTION

Transportation vehicles are crucial for modern society. One of which is a motorcycle that is needed by society to support their mobility to go places. Society's need for motorcycles continues to increase, which provides an opportunity for motorcycle producers to keep innovating their motorcycles. Modern lifestyle has also influenced consumer purchase behavior. Consumer behavior is the process that is experienced by a person or an organization in fulfilling their needs (Schiffman dan Kanuk, 2007). Consumer behavior also involves an action, or an activity conducted by an individual, group, or organization, that is related to selecting, buying, and using a product or service to fulfill the needs and wants of a particular product or service. There are a number of factors underlying the decision. Price, product quality, and brand image offered are the factors considered by consumers in purchasing a motorcycle. Consumers consider product quality as an important factor to consider in their decision to buy motorcycles. Some consumers are willing to spend a hefty amount of money to purchase a quality product. Thus, one way to logically create a positive brand image is by offering a good product quality. In addition to the price and quality product, the decision to buy a motorcycle is closely linked to the brand image of the product. Brand image is a group of brand associations shaped in the mind of consumers. Thus, the behavior and action of a consumer toward a brand are very much determined by the brand image. In other words, brand image is an important factor that influences a consumer to purchase a product.

LITERATURE REVIEW

Brand Image

According to Fatmawati and Soliha (2017), Brand image is the perception of a brand that reflects a consumer's memory associated with the brand. Brand image is also a concept created by a consumer based on subjective reasons and personal emotions. The brand image also refers to consumers' association or perception shaped based on their memory of a product. Brand image is formed by advertisements and promotions of the use of the products. This association is shaped in the form of an image that is linked to a certain brand (Tjiptono, 2005). Brand image is considered a type of association embedded in the mind of the consumers when they remember a certain product. This type of association consists of attributes, benefits, and attitudes.

Product Quality

Kotler and Armstrong (2008) stated that product quality is one of the factors that is utilized by a marketer to market a certain product. Therefore, product quality needs to be given serious attention by a corporation or a producer as product quality is closely linked to customer satisfaction which is the goal of marketing. In conclusion, a product or service offers specific benefits that create satisfaction to fulfill or even surpass the expectation of a consumer. Sutanto (2004) defines a product as a series of attributes, real or abstract, including packaging, color, price, quality, and brand, plus service given by the seller and seller's reputation.

Price Perception

Price perception is the value in a price that links to the benefits of obtaining and using a product or service (Kotler & Armstrong, 2008). Price can describe a brand and give a functional competitive advantage. In describing a brand, high price relates to the high quality of a product. Price perception explains how consumers understand information related to price and how it is meaningful to them.

Purchase Decision

A decision is made because of a choice to reach a goal and the way to reach the goal individually as well as collectively. A decision that is associated with a process is the final stage of a dynamic process. This is also called decision-making. A decision is considered a process because it consists of a series of inter-related activities. The last step of this decision-making process is an evaluation system to determine the effectiveness of the decision made. According to Kotler and Armstrong (2008), purchase decision making consists of five stages: needs awareness, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. The evaluation process is usually initiated by identification of the main problem that affects the set goal, arranging, analyzing, and selecting various alternatives, and finally, selecting the best alternative.

Brand image and purchase decision

Brand image or brand description is a description of the association with and confidence in a certain brand. Brand Image can be considered a type of association in the mind of the consumers when they remember a certain brand. Association can appear in the form of a brand, or a certain thought related to a certain brand (Tjiptono, 2005). Kotler and Armstrong (2008) stated that a positive brand image can trigger a consumer to like the product related to the brand. Dinawan (2010) stated that a good brand image helps a firm in its marketing efforts, that's why, in addition to paying attention to the physical attributes of the product, the firm needs to build a positive brand image to increase purchase demands of the product. Therefore, the following hypothesis is proposed.

H1: Brand image positively affects the purchase decision

Product quality and purchase decision

Product quality according to Ong and Sugiharto (2013) is a collection of characteristics of the product and service that are the results of marketing, engineering, producing, and maintaining the product and service to meet the expectation of customers. The study conducted by Iryanita and Sugiarto (2013) revealed that product quality positively affects purchase decision. Thus, a company needs to focus more on product quality and make a comparison with the products of competitors. The higher the quality of a product, the most likely consumers to make a decision to purchase the product. Based on the results of these previous studies, the following hypothesis is proposed.

H2: Product quality positively affects the purchase decision

Price perception and purchase decision

Fatmawati and Soliha (2017) stated that price perception is associated with the way consumers understand information related to the price which gives meaning to customers. A consumer's evaluation of a product is very much influenced by the behavior of the consumer. Price perception often becomes the target of investigation in research, compared to objective price. This is due to the fact that consumers do not evaluate the actual price of a product when making a purchase, they shape a perception of the product's price as low, reasonable, or high based on their internal price reference (Zeithaml, 1988).

The better the perception of consumers toward a price, the most likely they make purchase decisions. Iryanita and Sugiarto (2013) concluded that price perception positively affects purchase decision. Based on the results of previous studies, the following hypothesis is proposed.

H3: Price perception positively affects purchase decision

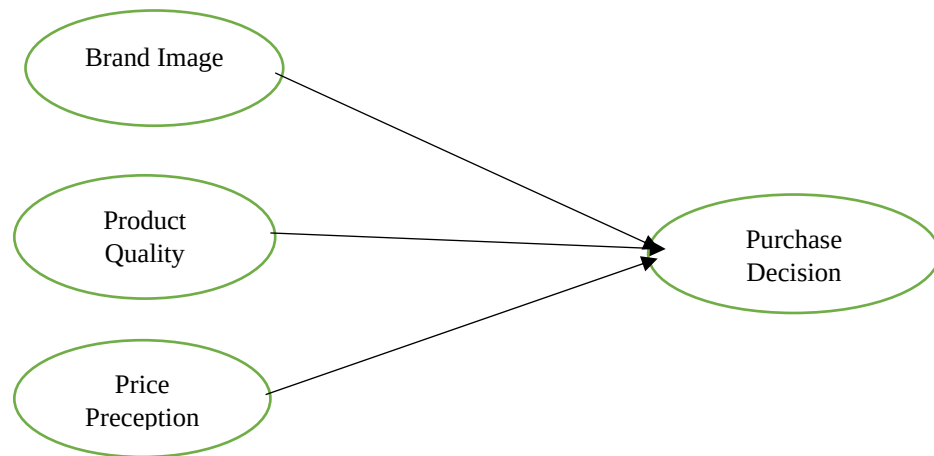


Figure 2.1 Research Model
Source: Satriani (2019)

RESEARCH METHOD

The respondents selected in this study are those who reside in West Halmahera and have used Hondamatic. The data is collected using an online questionnaire distributed via email or social media private message. The online questionnaire is designed to collect large-scale quantitative data (Sekaran & Bougie, 2016). This study uses a 5-point Likert Scale with 5 denoting absolutely agree and 1 denoting absolutely disagree. The aim of using the Likert scale is to enable respondents to express their degree of agreement for each item in the questionnaire. In addition, a questionnaire with a Likert Scale is user-friendly to complete (Sugiyono, 2019). Data is processed using *SmartPls 3.0*. The sample collected for this study amounted to 160 respondents.

Outer Model (Validity and Reliability Tests)

To test indicator validity, *indicator loadings* should be above 0.70. Table 1 shows that all indicators have met the requirement. The result of the reliability test ranges from 0.844 to 0.919 > 0.70.

Table 1. Evaluation of the Measurement Model

Construct items		Outer Loading
Brand Image or Citra Merk/CM (CR=0.920, AVE=0.741)		
CM1	Motor metic Honda memiliki citra yang bagus sebagai kendaraan motor yang terkenal	0.847
CM2	Saya menggunakan Motor metic Honda karena merek yang berkualitas	0.874
CM3	Saya menggunakan Motor metic Honda untuk kegiatan transportasi	0.844
CM4	Motor metic Honda adalah kendaraan bermotor yang mereknya bagus	0.878
Product Quality of Kualitas Produk/KP (CR=0.929, AVE=0.814)		
KP2	Desain Motor metic Honda lebih menarik dibanding motor matic lainnya	0.891
KP3	Motor metic Honda selalu mengikuti desain anak muda.	0.903
KP4	Desain Motor metic Honda cocok dipakai untuk berkendara	0.912
Price Perception or Presepsi Harga /PH (CR=0.934, AVE=0.825)		
PH1	Harga Motor metic Honda lebih efisien dibanding motor matic sejenis lainnya	0.871
PH2	Harga Motor metic Honda sesuai dengan harga pasaran	0.934
PH3	Harga Motor metic Honda memenuhi kualitas produk	0.919
Purchase Decision or Keputusan Pembelian /KPP (CR=0.949, AVE=0.822)		
KPP1	Saya membeli motor matic Honda untuk menunjang kegiatan saya sehari-hari	0.902
KPP2	Saya percaya kepada metic Honda sebagai kendaraan sehari-hari saya	0.909
KPP3	Saya membeli motor matic Honda karena harganya yang terjangkau	0.905

KPP4 Saya puas dengan pembelian motor Honda matic

0.910

Information: CR= composite reliability; AVE= average variance extracted; *=significant (one-tailed test, $p < 0.05$).
Source: Primary data processing results using SmartPLS 3.0 (2021)

Table 2 shows the results of the calculation of discriminant validity, in which all research variables are valid because they have a value of >0.7 and the value of the latent variable is higher than other variables (Ghozali & Latan, 2015).

Table 2. Discriminant Validity Test Results

Variable	Brand Image	Product Quality	Price Preception	Purchase Decision
Brand Image	0,861			
Product Quality	0,774	0,902		
Price Preception	0,755	0,786	0,813	
Purchase Decision	0,781	0,759	0,906	0,908

Source: Primary data processing results using SmartPLS 3.0 (2021)

Inner Model

The inner model measures collinearity statistics (VIF), coefficient of determination (R-square value), and size and significance of path coefficient (hypothesis test results). According to Ghozali and Latan (2015), VIF testing is carried out with the aim of knowing the absolute formative construct, if the VIF value is <5 then the variable is considered to have no multicollinearity. Table 3 shows that all independent variables have a value below 5, so it can be concluded that there is no multicollinearity in all independent variables in this study.

Table 3. Evaluasi Collinearity

As a Willingness to Pay Predictor	
Construct	VIF
Brand Image	2,902
Product quality	3,263
Price Preception	3,037

Source: Primary data processing results using SmartPLS 3.0 (2021)

The inner model test aims to see the R-square value, in testing the inner model, the R-square value of the dependent variable can be used as a prediction. A value of 0.75 can be considered strong; a value of 0.50 is considered moderate, and a value of 0.25 is considered weak (Ghozali & Latan, 2015). Table 4 shows that the R-square of the purchase decision is 0,730, which means 73,0% can be explained by the variables in this study: brand image, product quality, and price perception. The remaining 27% is explained by other factors not included in this research. R-Square of 0.73 is within the 'strong' category.

Table 4. Coefficient of Determination

Variable	R-Square
Purchase decision	0,730

Source: Primary data processing results using SmartPLS 3.0 (2021)

Table 5 shows that of three hypotheses, two are significant/supported, and one is not significant/not supported. A hypothesis is supported if the following criteria are met: $t_{count} \pm 1,96$ and $p\text{-value} \leq 0,05$.

Table 5. Size and Significance of Path Coefficient

	Hypothesis	Standardized Path Coefficient	P-value	Decision
H ₁	Citra merek berpengaruh positif terhadap proses keputusan pembelian	0,322	0,000*	Supported
H ₂	Kualitas produk berpengaruh positif terhadap proses keputusan pembelian	0,160	0,123*	Not Supported
H ₃	Persepsi harga berpengaruh positif terhadap proses keputusan pembelian	0,444	0,000*	Supported

Source: Primary data processing results using SmartPLS 3.0 (2021)

The first hypothesis states that the positive effect of brand image on the purchase decision is 0.322. The first hypothesis has a p-value of 0.000, which means it meets the criteria to be supported. The second hypothesis shows that there is no positive effect of product quality on the purchase decision with a path coefficient of 0.160. The second hypothesis has a T-statistics of 1.159 and a *p-value* of 0.123. This means that the hypothesis is not supported. The third hypothesis shows that there is a positive effect of price perception on the purchase decision with a path coefficient of 0.444. This third hypothesis has a *p-value* of 0.000. Thus, it can be concluded that the third hypothesis is supported.

RESULTS AND DISCUSSION

This study examined the effect of brand image, product quality, and price perception on the purchase decision of Hondamatic customers. This study was conducted in West Halmahera involving 160 respondents. Based on the hypothesis test results, there are differences with the hypothesis proposed earlier. Below is the discussion of the results of the study.

H1: There is an effect of brand image on purchase decision

Table 5 shows that P-value is 0.000 which is below the threshold of 0.05, so it reveals a significant result. Thus, it can be concluded that there is a significant direct effect of brand image on the purchase decision and this hypothesis is supported.

H2: There is no direct effect of product quality on purchase decision

The P-value for the second hypothesis test is 0.123, which is higher than the threshold of 0.05 sehingga dapat dikatakan tidak signifikan. Thus, it can be concluded that there is no significant direct effect of product quality on the purchase decision.

H3: There is a direct effect of Price Perception on Purchase decision

Finally, the P-value of the third hypothesis is 0.000, which is below 0.05. This indicates significance. Thus, it can be concluded that there is a significant positive effect of price perception on the purchase decision.

CONCLUSION

Based on the results obtained and discussed previously on analysis of the brand image, product quality, and price perception on purchase decision of Hondamatic customers in West Halmahera, it can be concluded that: Hypothesis 1, brand image has a positive and significant effect on purchase decision of Hondamatic in West Halmahera; Hypothesis 2, product quality has a positive effect but not significant on the purchase decision of Hondamatic customers in

West Halmahera; Hypothesis 3, there is a positive and significant effect of price perception on purchase decisions of Hondamatic customers in West Halmahera.

Managerial Implications

Producer of Hondamatic is recommended to pay close attention to the product quality of Hondamatic highlighting the features of the motorcycle. The producer is also recommended to maintain the positive brand image of the motorcycle, which has been well-known in society. It is even better for the producer to continue increasing the interest of the target market by organizing events in West Halmahera to attract more people to know about the product. In terms of price perception, the Hondamatic producer should conduct price comparisons with the price of products offered by competitors to encourage more people to make a purchase decision to buy Hondamatic.

Limitations and Recommendations

There are a number of limitations of this study:

1. This study only examined a limited number of variables: brand image, product quality, and price perception. There are still other factors that have not been included in this study and that may affect the purchase decision.
2. This research was conducted in West Halmahera, while the distribution of Honda Matic is spread-out all-over Indonesia.
3. The number of respondents is limited to 160 respondents.
4. This study was conducted during the Covid-19 pandemic.
5. Some respondents in West Halmahera were not familiar with completing an electronic questionnaire.

Directions for future research:

1. Future researchers can include other variables that are not included in this study, but which may have an influence on the purchase decision.
2. Future researchers are recommended to get a bigger number of respondents to get a better research result.

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