

**MODEL *E-REPURCHASE INTENTION* BERBASIS
*MOBILE AUGMENTED REALITY ADVERTISING***

DISERTASI

Diajukan untuk Memenuhi Sebagian Persyaratan Memperoleh Gelar Doktor
Manajemen pada Program Studi Doktor Manajemen



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2023**

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Sebuah Disertasi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Doktor (Dr.) pada Fakultas Pendidikan Ekonomi dan Bisnis

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Juni 2023

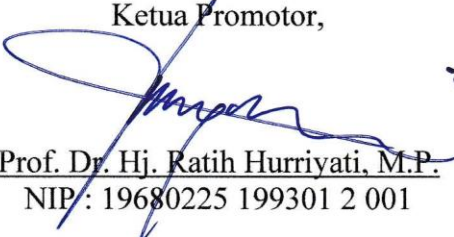
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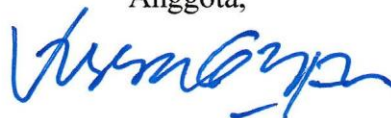
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ABSTRAK

Senny Handayani Suarsa, 1808736. **Model *e-Repurchase Intention* Berbasis *Mobile Augmented Reality Advertising***, dibawah bimbingan Prof. Dr. Hj. Ratih Hurriyati, M.P; Prof. Dr. H. Disman, M.S; Prof. Dr. Vanessa Gaffar, S.E, Ak., MBA.

Tujuan penelitian adalah untuk mengembangkan model niat membeli kembali konsumen pada *marketplace* kosmetik di Indonesia melalui pendekatan aplikasi *Mobile Augmented Reality Advertising* (MARA). Faktor yang teridentifikasi dalam penelitian antara lain *advertising value*, *e-customer experience*, *e-customer trust*, dan *e-customer satisfaction*. Metode pengambilan data berupa kuesioner, sedangkan metode pengolahan data menggunakan analisis data sederhana dengan SPSS dan *Structure Equation Model (SEM)* dengan aplikasi SmartPLS 3. Sampel diambil sebanyak 214 orang responden yang berasal dari seluruh Indonesia. Hasil penelitian menunjukkan bahwa *advertising value* memiliki pengaruh yang positif dan signifikan terhadap *e-repurchase intention* melalui *e-customer experience* dan *e-customer trust*. Kedua variabel ini mampu menjadi variabel mediasi antara *advertising value* terhadap *e-repurchase intention*. Namun demikian, *advertising value* tidak signifikan terhadap *e-repurchase intention* melalui *e-customer satisfaction*. Artinya, *e-customer satisfaction* tidak mampu menjadi variabel mediasi antara *advertising value* dengan *e-repurchase intention*. Berdasarkan hasil penelitian tersebut telah ditemukan model baru untuk meningkatkan *e-repurchase intention* berbasis MARA yaitu melalui *e-customer experience* dengan peningkatan dimensi *interactivity*. Artinya, jika *advertising value* ditingkatkan secara menyeluruh melalui *e-customer experience*, dan *e-customer trust* maka akan terdapat implikasi peningkatan pada *e-repurchase intention*.

Kata Kunci: *Advertising Value; e-Customer Experience; e-Repurchase Intention; e-Customer Satisfaction; e-Customer Trust; Kosmetik; Marketplace.*

ABSTRACT

Senny Handayani Suarsa, 1808736. ***e-Repurchase Intention Model Based on Mobile Augmented Reality Advertising***, under the guidance Prof. Dr. Hj. Ratih Hurriyati, M.P; Prof. Dr. H. Disman, M.S; Prof. Dr. Vanessa Gaffar, S.E, Ak., MBA.

The research aims to develop a consumer repurchase intention model in Indonesia's cosmetics marketplace through the Mobile Augmented Reality Advertising (MARA) application approach. The factors identified in this research are advertising value, e-customer experience, e-customer trust, and e-customer satisfaction. The data collection method was a questionnaire, while the data processing method used simple data analysis with SPSS and Structure Equation Model (SEM) with the SmartPLS 3 application. Two hundred fourteen respondents were taken as samples from all over Indonesia. The study results show that advertising value positively and significantly affects e-repurchase intention through e-customer experience and e-customer trust. These two variables can mediate between advertising value and e-repurchase intention. However, advertising value is not significant to e-repurchase intention through e-customer satisfaction. It means that e-customer satisfaction cannot be a mediating variable between advertising value and e-repurchase intention. Based on the results of this study, a new model has been found to increase e-customer repurchase intention based on MARA, namely through e-customer experience with increased interactivity dimensions. That is, if the advertising value is increased through e-customer experience and e-customer trust, there will be implications for increasing e-repurchase intention.

Keywords: *Advertising Value; e-Customer Experience; e-Repurchase Intention; e-Customer Satisfaction; e-Customer Trust; Cosmetics; Marketplace*

DAFTAR ISI

KATA PENGANTAR	i
UCAPAN TERIMA KASIH.....	ii
ABSTRAK	iv
<i>ABSTRACT</i>	v
DAFTAR ISI.....	vi
DAFTAR TABEL.....	viii
DAFTAR GAMBAR	xi
DAFTAR LAMPIRAN.....	xiii
BAB I PENDAHULUAN	1
1.1. Latar Belakang Penelitian.....	1
1.2. Perumusan Masalah.....	12
1.3. Tujuan Penelitian	12
1.4. Manfaat Penelitian	13
1.4.1. Manfaat Teoritis.....	13
1.4.2. Manfaat Praktis	13
1.5. Struktur Disertasi	14
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS PENELITIAN	16
2.1. Kajian Pustaka	16
2.1.1. <i>E-Repurchase Intention</i>	16
2.1.3. <i>E-Customer Experience (eCX)</i>	22
2.1.4. <i>E-Customer Trust</i>	26
2.1.6. Nilai Iklan (<i>Advertising Value</i>).....	36
2.2. Kerangka Pemikiran	47
2.3. Hipotesis	52
BAB III METODE PENELITIAN.....	55
3.1. Objek dan Subjek Penelitian.....	55
3.2. Disain Penelitian.....	55
3.3. Populasi, Sampel dan Teknik Sampling	56
3.4. Definisi Operasional Variabel Penelitian	57
3.5. Teknik Uji Instrumen Penelitian.....	63

3.5.1. Uji Validitas	63
3.5.2. Uji Reliabilitas	63
3.6. Teknik Analisis Data	64
3.6.1. Analisis Deskriptif	64
3.6.2. Analisis Verifikatif	65
BAB IV HASIL PENELITIAN DAN PEMBAHASAN	72
4.1. Hasil Penelitian	72
4.1.2. Analisis Deskripsi Variabel Penelitian	78
4.1.3. Hasil Uji Validitas dan Reliabilitas	105
4.1.4. Pengukuran <i>Model</i>	109
4.1.5. Hasil Analisis Model Struktural	127
4.1.6. Pengujian Hipotesis	134
4.2. Pembahasan Penelitian	136
4.2.1. Gambaran dan Karakteristik Objek dan Subjek Penelitian	136
4.2.2. Analisis Dekomposisi <i>Full Model</i>	149
4.3. Temuan Hasil Penelitian	165
4.4. Kebaruan (<i>Novelty</i>) Penelitian	168
4.5. Keterbatasan Penelitian	169
BAB V SIMPULAN, IMPLIKASI DAN REKOMENDASI	170
5.1. Simpulan	170
5.2. Implikasi Hasil Penelitian	173
5.3. Rekomendasi	173
DAFTAR PUSTAKA	175
LAMPIRAN-LAMPIRAN	201

DAFTAR PUSTAKA

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