

**MODEL PENINGKATAN KEPUTUSAN PEMBELIAN  
MELALUI *INTEGRATED CHANNEL INVOLVEMENT***

**DISERTASI**

Diajukan Untuk Memenuhi Sebagian dari Syarat Memperoleh Gelar Doktor  
Manajemen Pada Program Studi Manajemen



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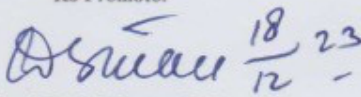
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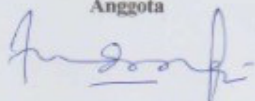
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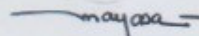
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## ABSTRAK

**Ani Rakhmanita, 2109376. Model Peningkatan Keputusan Pembelian Melalui *Integrated Channel Involvement***, di bawah bimbingan Prof. Dr. Hj. Ratih Hurriyati, M.P.; Prof. Dr. H. Disman, M.S.; Dr. Henny Hendrayati., M.M.

Perubahan perilaku konsumen pada keputusan pembelian merupakan fenomena yang signifikan di era digital. Keputusan pembelian memiliki peran penting dalam eksistensi perusahaan. Perusahaan akan terus eksis, jika ada rangsangan konsumen dalam memutuskan pembelian produk. Penelitian ini bertujuan untuk mengembangkan dan menguji model peningkatan keputusan pembelian melalui *integrated channel involvement*, *Integrated service quality*, *perceive channel value*. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data menggunakan *purposive sampling* sebanyak 336 sampel. Penyebaran kuesioner dilakukan kepada responden yang telah melakukan transaksi pembelian pada ritel omnichannel IKEA. Analisis data menggunakan *Struktural Equation Modeling* (SEM). Temuan penelitian menunjukkan bahwa *Integrated service quality* tidak berpengaruh terhadap keputusan pembelian omnichannel. Kondisi ini menunjukkan bahwa *Integrated service quality* tidak dapat secara langsung mempengaruhi keputusan pembelian omnichannel, tetapi harus melalui mediasi *integrated channel involvement* dan *perceived channel value*. Sinergitas variabel mediasi ini diperlukan untuk meningkatkan keputusan pembelian omnichannel. Rekomendasi yang diberikan dari hasil penelitian ini yaitu Ritel omnichannel IKEA perlu memastikan solusi distribusi, logistik, dan pengiriman yang lengkap sehingga dapat menggunakan saluran pasokan mereka dengan cara yang paling efektif untuk mengirimkan produk kepada konsumen secara tepat waktu.

Kata Kunci : Keputusan pembelian, kualitas layanan terintegrasi, Ritel Omnichannel

## **ABSTRACT**

*Ani Rakhmanita, 2109376. **Model for Increasing Purchasing Decisions Through Integrated Channel Involvement**, under the guidance of Prof. Dr. Hj. Ratih Hurriyati, M.P.; Prof. Dr. H. Disman, M.S.; Dr. Henny Hendrayati., M.M.*

*The Changes in consumer behavior in purchasing decisions are a significant phenomenon in the digital era. Purchasing decisions have an important role in the company's existence. The company will continue to exist if there is consumer stimulation in deciding to purchase products. This research aims to develop and test a model for improving purchasing decisions through integrated channel involvement, integrated service quality, perceived channel value. This research uses a quantitative approach with data collection techniques using purposive sampling of 336 samples. Questionnaires were distributed to respondents who had made purchase transactions at IKEA omnichannel retail. Data analysis uses Structural Equation Modeling (SEM). Research findings show that integrated service quality has no influence on omnichannel purchasing decisions. This condition shows that integrated service quality cannot directly influence omnichannel purchasing decisions, but must go through the mediation of integrated channel involvement and perceived channel value. The synergy of these mediating variables is needed to improve omnichannel purchasing decisions. The recommendation given from the results of this research is that IKEA omnichannel retail needs to ensure complete distribution, logistics and delivery solutions so that they can use their supply channels in the most effective way to deliver products to consumers in a timely manner.*

*Keywords: Buying decision, Integrated service quality, Omnichannel Retail*

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