MODEL PENINGKATAN KINERJA PEMASARAN BERBASIS *REPURCHASE INTENTION* MELALUI *ONLINE CHANNEL EXPERIENCE* DAN *CUSTOMER ENGAGEMENT* YANG DIMEDIASI OLEH *EXPERIENCE VALUE* SERTA *CUSTOMER SATISFACTION*

DISERTASI

Diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Doktor pada Program Studi Doktor Manajemen Konsentrasi Manajemen Pemasaran

OLEH:
RAHMAT HIDAYAT
NIM: 2010316

PROGRAM STUDI DOKTOR MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
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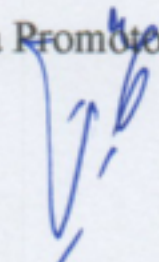
MODEL PENINGKATAN KINERJA PEMASARAN BERBASIS *REPURCHASE INTENTION* MELALUI *ONLINE CHANNEL EXPERIENCE* DAN *CUSTOMER ENGAGEMENT* YANG DIMEDIASI OLEH *EXPERIENCE VALUE* SERTA *CUSTOMER SATISFACTION*

Oleh
Rahmat Hidayat

SE. Universitas Pamulang, 2004
MM in Institute Manajemen Telkom (Telkom University), 2011

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

HALAMAN PENGESAHAN

Model Peningkatan Kinerja Pemasaran Berbasis *Repurchase Intention*
Melalui *Online* Channel Dan *Customer Engagement* yang dimediasi Oleh
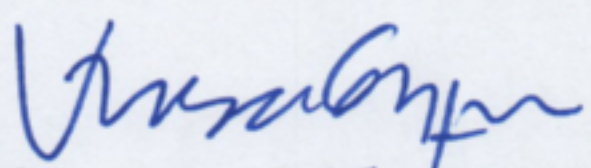*Experience Value* Serta *Customer Satisfaction*

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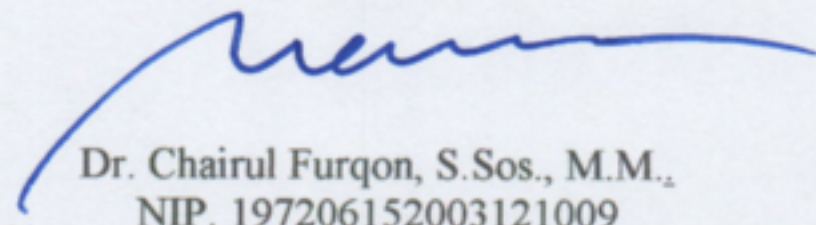
Ketua Promotor,

Prof. Dr. Agus Rahayu, M.P.
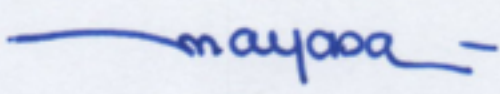NIP. 196206071987031002

Ko-Promotor,

Prof. Dr. Vanessa Gaffar, SE., Ak., MBA.
NIP. 197403072002122005

Anggota,

Dr. Chairul Furqon, S.Sos., M.M.,
NIP. 197206152003121009

Mengetahui, Ketua Program Studi
Doktor Manajemen

Dr. Maya Sari, S.E., M.M.
NIP.197107052002012001

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ABSTRAK

Rahmat Hidayat (2010316), "*A Model for Enhancing Marketing Performance Based on Repurchase Intention Through Online Channel Experience and Customer Engagement, Mediated by Experience Value and Customer Satisfaction*". Dibawah bimbingan Prof. Dr. Agus Rahayu, M.P., Prof. Dr. Vanessa Gaffar, SE., Ak., MBA., dan Dr. Chairul Furqon, S.Sos., M.M.

Tujuan penelitian ini adalah untuk melihat memverifikasi variabel yang berpengaruh baik secara langsung dan tidak langsung terhadap *Repurchase Intention* dengan mengembangkan model peran *Experience Value* (EV) dan *Customer Satisfaction* (CS) dalam memediasi hubungan antara *online Channel experience* (OCE) dan *Customer Engagement* (CE) terhadap *Repurchase Intention I* (RI) yang masih sangat jarang di teliti.

Penelitian ini menggunakan pendekatan kuantitatif dengan populasi pengguna *e-commerce* (Tokopedia, Shopee, dan Lazada) di Jawa Barat pada tahun 2023. Data dikumpulkan melalui kuesioner dan berhasil diolah sebanyak 568 responden menggunakan teknik *purposive sampling*. Analisis data mencakup analisis deskriptif dan verifikatif yang dilakukan menggunakan metode *Structural Equation Modeling* (SEM) dengan bantuan perangkat lunak SmartPLS 4.

Hasil penelitian menunjukkan bahwa pengukuran variabel OCE, CE, EV, dan CS berada pada kategori sangat tinggi, sedangkan RI berada pada kategori tinggi. Selain itu, *Online Channel Experience* dan *Customer Engagement* terbukti berpengaruh signifikan terhadap *Repurchase Intention* apabila dimediasi oleh *Experience Value* dan *Customer Satisfaction*.

Implikasi praktis dari temuan ini adalah bahwa untuk meningkatkan pengalaman pelanggan secara keseluruhan dalam konteks *e-commerce*, pelaku industri perlu memprioritaskan optimalisasi aspek responsivitas, kenyamanan, layanan bantuan, nilai sosial, dan *advocacy*. Langkah-langkah yang direkomendasikan mencakup perbaikan waktu respons, penguatan sistem notifikasi, penjelasan aturan terkait berbagi informasi, peningkatan layanan dukungan (support), pengintegrasian fitur berbasis keterhubungan sosial seperti media sosial atau program rujukan (referral), serta memastikan kualitas produk dan membangun kepercayaan pelanggan agar dapat mendorong *advocacy* melalui rekomendasi sukarela. Selain itu, regulator juga diharapkan mendorong standar kualitas, keamanan, dan inovasi pada *Platform* digital *e-commerce* untuk meningkatkan nilai pengalaman pelanggan secara keseluruhan

Keyword: *Online Customer Experience*, *Customer Engagement*, *Customer Satisfaction*, *Experience Value*, *Repurchase Intention*, *E-commerce*

ABSTRACT

Rahmat Hidayat (2010316), "*Marketing Performance Improvement Model Based on Repurchase Intention Through Online Channel and Customer Engagement Mediated by Experience Value and Customer Satisfaction*". Under the guidance of Prof. Dr. Agus Rahayu, M.P., Prof. Dr. Vanessa Gaffar, SE, Ak, MBA, and Dr. Chairul Furqon, S.Sos, M.M.

The purpose of this study is to verify the variabels that affect both directly and indirectly on *Repurchase Intention* by developing a model of the role of *Experience Value* (EV) and Customer *Satisfaction* (CS) in mediating the relationship between online *Channel* experience (OCE) and Customer Engagement (CE) on *Repurchase Intention* I (RI) which is still very rarely researched.

This study uses a quantitative approach with a population of *e-commerce* users (Tokopedia, Shopee, and Lazada) in West Java in 2023. Data were collected through questionnaires and successfully processed as many as 568 respondents using a purposive sampling technique. Data analysis includes descriptive and verification analysis conducted using the Structural Equation Modeling (SEM) method with the help of SmartPLS 4 software.

The results showed that the measurement of OCE, CE, EV, and CS variabels was in the very high category, while RI was in the high category. In addition, Online *Channel* Experience and Customer Engagement are proven to have a significant effect on *Repurchase Intention* when mediated by *Experience Value* and Customer *Satisfaction*. The practical implication of these findings is that to improve the overall customer experience in *e-commerce*, industry players need to prioritize optimizing aspects of *Responsive*ness, convenience, assistance services, social value, and advocacy. Recommended measures include improving response times, strengthening notification systems, clarifying rules related to information sharing, improving support services, integrating social connection-based features such as social media or referral programs, and ensuring product quality and building customer *Trust* to encourage advocacy through voluntary recommendations. In addition, regulators are also expected to encourage quality, safety, and innovation standards on *e-commerce* digital *Platform*s to improve the overall value of the customer experience..

Keyword: *Online Customer Experience*, *Customer Engagement*, *Customer Satisfaction*, *Experience Value*, *Repurchase Intention*, *E-commerce*

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