

**MODEL PERILAKU PENGGUNA DALAM MENINGKATKAN
KEPUTUSAN PENGGUNAAN DAN LOYALITAS MEREK
APLIKASI STATISTIK LAPANGBOLA**



DISERTASI

diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Doktor (Dr.)
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UNIVERSITAS PENDIDIKAN INDONESIA
2025**

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LOYALITAS MEREK APLIKASI STATISTIK LAPANGBOLA**

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STATISTIK LAPANGBOLA**

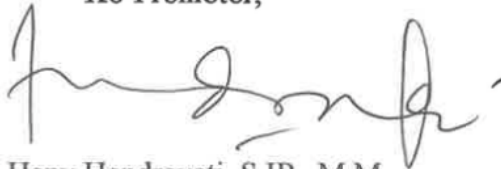
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*MODEL PERILAKU PENGGUNA DALAM MENINGKATKAN KEPUTUSAN PENGGUNAAN DAN
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ABSTRAK

Adam Hermawan (2002702). *Model Perilaku Pengguna dalam Meningkatkan Keputusan Penggunaan dan Loyalitas Merek Aplikasi Statistik Lapangbola*. Di bawah bimbingan promotor Prof. Dr. Hj. Ratih Hurriyati, M.P., ko-promotor Dr. Heny Hendrayati, S.IP., M.M., dan anggota promotor Dr. Mokh. Adib Sultan, ST., MT.

Loyalitas merek pada platform digital semakin dipengaruhi oleh pengalaman pengguna dan kebiasaan pengguna dalam mengonsumsi media, namun model *Unified Theory of Acceptance and Use of Technology* (UTAUT) klasik belum mengakomodasi variabel tersebut dalam konteks aplikasi olahraga. Penelitian ini mengisi gap terkait dengan pengembangan model perilaku pengguna berbasis integrasi UTAUT dan *digital media habit* dalam menjelaskan pengaruh keputusan penggunaan terhadap loyalitas merek, serta gap terkait minimnya studi yang menelaah loyalitas pengguna aplikasi statistik sepak bola secara komprehensif di tengah menurunnya tingkat loyalitas pengguna Lapangbola. Penelitian ini bertujuan untuk mengembangkan model perilaku pengguna dengan mengintegrasikan UTAUT dan variabel *digital media habit*, guna meningkatkan keputusan penggunaan dan loyalitas merek terhadap aplikasi statistik Lapangbola. Populasi penelitian terdiri atas 14.000 pengguna aktif platform live.lapangbola.com, dengan 189 responden yang dipilih secara acak (*Simple Random Sampling*). Pengumpulan data dilakukan melalui survey online, dan analisis data menggunakan *Partial Least Squares* (PLS) dengan SmartPLS 3.27. Hasil penelitian menunjukkan bahwa *Performance Expectancy*, *Effort Expectancy*, dan *Digital Media Habit* secara signifikan mempengaruhi keputusan penggunaan aplikasi, sedangkan *Social Influence* dan *Facilitating conditions* tidak berpengaruh signifikan. Keputusan penggunaan terbukti memediasi hubungan antara variabel-variabel tersebut dengan loyalitas merek. Penelitian ini menawarkan perluasan teori dengan memasukkan aspek *digital media habit* yang relevan di era digitalisasi saat ini. Kontribusi penelitian ini terletak pada pembangunan model yang lebih komprehensif untuk menjelaskan adopsi dan loyalitas pengguna aplikasi olahraga berbasis digital, menyempurnakan teori loyalitas merek dalam sektor digital, memperluas pengetahuan terkait perilaku konsumen digital, dan memperkaya teori pemasaran digital.

Kata Kunci: *Brand Loyalty, Decision to use, Digital Media Habit, Lapangbola, PLS-SEM, UTAUT.*

ABSTRACT

Adam Hermawan (2002702). *Model Perilaku Pengguna dalam Meningkatkan Keputusan Penggunaan dan Loyalitas Merek Aplikasi Statistik Lapangbola*. Supervised by promotor Prof. Dr. Hj. Ratih Hurriyati, M.P., co-promotor Dr. Heny Hendrayati, S.IP., M.M., and promotor member Dr. Mokh. Adib Sultan, ST., MT.

Brand loyalty on digital platforms is increasingly shaped by user experience and media-consumption habits; however, the classical Unified Theory of Acceptance and Use of Technology (UTAUT) has yet to incorporate these variables in the context of sports applications. This study addresses the theoretical gap concerning the integration of UTAUT with digital media habit to explain the effect of decision to use on brand loyalty, and the empirical gap arising from the scarcity of comprehensive investigations into the loyalty of football-statistics app users, particularly amid the declining loyalty of Lapangbola users. The research aims to develop a user-behaviour model that integrates UTAUT constructs with the digital media habit variable to enhance decision to use and brand loyalty toward the Lapangbola statistics application. The study population comprises 14,000 active users of the live.lapangbola.com platform, from which 189 respondents were selected through simple random sampling. Data were collected via an online survey and analysed using Partial Least Squares (PLS) in SmartPLS 3.27. The results indicate that Performance Expectancy, Effort Expectancy, and Digital Media Habit significantly influence decision to use, whereas Social Influence and Facilitating Conditions do not exert a significant effect. The decision to use are shown to mediate the relationships between the aforementioned variables and brand loyalty. By incorporating digital media habit—a construct highly pertinent in the current era of digitalisation—this study extends existing theory. The contribution of this research lies in building a more comprehensive model to explain the adoption and loyalty of digital-based sports application users, refining the theory of brand loyalty in the digital sector, expanding knowledge related to digital consumer behavior, and enriching digital marketing theory.

Keywords: Brand Loyalty, Decision to use, Digital Media Habit, Lapangbola, PLS-SEM, UTAUT.

DAFTAR ISI

HALAMAN PENGESAHAN	i
PERNYATAAN BEBAS PLAGIARISME.....	ii
KATA PENGANTAR	iii
UCAPAN TERIMA KASIH	iv
ABSTRAK	vi
ABSTRACT	vii
DAFTAR ISI	viii
DAFTAR TABEL	xi
DAFTAR GAMBAR	xii
BAB I PENDAHULUAN	1
1.1 Latar Belakang Penelitian	1
1.2 Rumusan Masalah.....	9
1.3 Tujuan Penelitian	10
1.4 Manfaat Penelitian	10
1.4.1 Manfaat Teoritis.....	11
1.4.2 Manfaat Praktis	11
1.5 Struktur Organisasi Disertasi	12
BAB II TINJAUAN PUSTAKA, KERANGKA PEMIKIRAN, HIPOTESIS	14
2.1 Tinjauan Pustaka.....	14
2.1.1 Pendekatan Teori yang digunakan.....	14
2.1.2 Konsep Manajemen Pemasaran	17
2.1.3 Konsep dan Model Penerimaan	18
2.1.4 <i>Performance Expectancy</i> (PE).....	26
2.1.5 <i>Effort Expectancy</i> (EE)	26
2.1.6 <i>Social Influence</i> (SI)	26
2.1.7 <i>Facilitating Conditions</i> (FC)	27
2.1.8 <i>Digital Media Habit</i>	27
2.1.9 <i>Decision to Use</i>	33
2.1.10 Loyalitas Merek	34
2.1.11 Penelitian Terdahulu	36
2.2 Kerangka Pemikiran	43
2.3 Hipotesis	45
BAB III METODE PENELITIAN.....	47
3.1 Desain Penelitian	47
3.2 Lokasi dan Unit Observasi.....	47
3.3 Variabel Penelitian.....	47
3.3.1 Definisi Variabel dan Pengukurannya	47
3.3.2 Operasionalisasi Variabel	48
3.4 Jenis dan Sumber Data.....	55
3.5 Populasi dan Sampel.....	55

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MODEL PERILAKU PENGGUNA DALAM MENINGKATKAN KEPUTUSAN PENGGUNAAN DAN LOYALITAS MEREK APLIKASI STATISTIK LAPANGBOLA

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3.5.1	Populasi.....	55
3.5.2	Sampel	56
3.6	Instrumen Penelitian	57
3.7	Validitas dan Reliabilitas	58
3.7.1	Uji Validitas.....	58
3.7.2	Uji Reliabilitas	58
3.8	Instrumen Penelitian	59
3.9	Prosedur Penelitian	60
3.10	Hipotesis Statistik	61
3.11	Teknis Analisis Data.....	62
3.12	Kriteria Keputusan Hasil Penelitian	69
BAB IV HASIL PENELITIAN		70
4.1	Deskripsi Responden	70
4.1.1	Deskripsi Responden Penelitian berdasarkan Pengguna	70
4.1.2	Deskripsi Responden Penelitian Berdasarkan Lama Penggunaan.....	71
4.2	Deskripsi Variabel Penelitian	71
4.2.1	Deskripsi Variabel <i>Performance Expectancy</i> (PE).....	72
4.2.2	Deskripsi Variabel <i>Social influence</i> (SI)	74
4.2.3	Deskripsi Variabel <i>Effort expectancy</i> (EE).....	76
4.2.4	Deskripsi Variabel <i>Facilitating conditions</i> (FC)	77
4.2.5	Deskripsi Variabel <i>Digital Media Habit</i> (DMH).....	79
4.2.6	Deskripsi Variabel <i>Decision to Use</i> (DTU).....	81
4.2.7	Deskripsi Variabel <i>Brand Loyalty</i> (BL).....	82
4.3	Analisis Hasil Penelitian.....	84
4.3.1	<i>Measurement Model (Outer Model)</i>	84
4.3.2	Analisis Inner Model	98
4.3.3	Hipotesis Penelitian	107
BAB V PEMBAHASAN.....		111
5.1	Deskripsi Umum Lapangbola	111
5.2	Gambaran Model UTAUT dan <i>Digital Media Habit</i> pada Aplikasi Lapangbola	112
5.3	Pengaruh Faktor <i>Decision to Use</i> Pada Aplikasi Lapangbola	114
5.4	Pengaruh Faktor Loyalitas merek Pada Aplikasi Lapangbola.....	116
5.5	Pengaruh Variabel Mediasi Pada Aplikasi Lapangbola	118
5.6	Strategi Pemasaran Digital yang Baru untuk Mengembangkan Bisnis Lapangbola	120
5.7	Novelty (Kebaruan) Penelitian	122
BAB VI SIMPULAN DAN IMPLIKASI.....		126
6.1	Simpulan	126
6.2	Implikasi	128
6.2.1	Implikasi Teoritis.....	128
6.2.2	Implikasi Praktis	128

6.2.3	Implikasi Bisnis	129
6.3	Rekomendasi.....	129
6.3.1	Rekomendasi untuk Bisnis	129
6.3.2	Rekomendasi untuk Penelitian Selanjutnya.....	130
6.3.3	Rekomendasi untuk Pembuat Kebijakan	130
DAFTAR PUSTAKA.....		131
LAMPIRAN		139
Lampiran 1. Kuesioner Penelitian		139
Lampiran 2. Surat Izin Penelitian		157
Lampiran 3. Hasil Data Responden		158

DAFTAR TABEL

Tabel 2.1 Perbedaan <i>Theory of Planned Behavior</i> (TPB) dan <i>Technology Acceptance Model</i> (TAM)	23
Tabel 2.2 Penelitian Terdahulu	36
Tabel 3.1 Operasionalisasi Variabel	48
Tabel 3.2 Skor Jawaban	58
Tabel 4.1 Lama Penggunaan Aplikasi Lapangbola	71
Tabel 4.2 Deskripsi Variabel <i>Performance expectancy</i>	72
Tabel 4.3 Perhitungan Skor Variabel <i>Performance expectancy</i>	73
Tabel 4.4 Deskripsi Variabel <i>Social influence</i> (SI)	74
Tabel 4.5 Perhitungan Skor Variabel <i>Social Influence</i>	75
Tabel 4.6 Deskripsi Variabel <i>Effort expectancy</i> (EE)	76
Tabel 4.7 Perhitungan Skor Variabel <i>Effort Expectancy</i>	77
Tabel 4.8 Deskripsi Variabel <i>Facilitating conditions</i> (FC)	78
Tabel 4.9 Perhitungan Skor Variabel <i>Facilitating conditions</i>	79
Tabel 4.10 Deskripsi Variabel <i>Digital Media Habit</i> (DMH)	80
Tabel 4.11 Perhitungan Skor Variabel <i>Digital Media Habit</i>	81
Tabel 4.12 Deskripsi Variabel <i>Decision to Use</i> (DTU)	81
Tabel 4.13 Perhitungan Skor Variabel <i>Decision to Use</i>	82
Tabel 4.14 Deskripsi Variabel Loyalitas Merek (BL)	83
Tabel 4.15 Perhitungan Skor Variabel Loyalitas Merek	84
Tabel 4.16 Uji <i>Convergent Validity</i> Tahap 1	84
Tabel 4.17 Uji <i>Convergent Validity</i> Tahap 2	89
Tabel 4.18 Uji <i>Convergent Validity</i> Tahap 3	93
Tabel 4.19 <i>Fornell-Lacker Criterion Discriminant Validity</i>	97
Tabel 4.20 <i>Composite Reliability</i>	98
Tabel 4.21 <i>Direct Effect</i>	99
Tabel 4.22 <i>Indirect Effect</i>	102
Tabel 4.23 <i>Total Effect</i>	104
Tabel 4.24 <i>R-Square</i>	106
Tabel 4.25 <i>R Square Adjusted</i>	106

DAFTAR GAMBAR

Gambar 1.1 Data Pengguna Aplikasi Lapangbola tahun 2023	5
Gambar 1.2 Data Pengguna Aplikasi Lapangbola tahun 2024	6
Gambar 2.1 Perkembangan Teori Penerimaan	18
Gambar 2.2 Kerangka UTAUT	25
Gambar 2.3 Kerangka UTAUT 2	25
Gambar 2.4 Kerangka Pemikiran Model Perilaku Pengguna	44
Gambar 2.5 Paradigma Antarvariabel	45
Gambar 3.1 Model Struktural Penelitian	64
Gambar 4.1 Pengguna Aplikasi Lapangbola	70
Gambar 4.2 Hasil Pengolahan Data Tahap III	96
Gambar 5.1 <i>Digital Habit-Driven Loyalty Model</i>	124

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