

ABSTRAK

PENGARUH *CUSTOMER ENGAGEMENT* TERHADAP *PURCHASE INTENTION* PADA LAYANAN KIMIA FARMA APOTEK DI SURABAYA

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Tujuan penelitian adalah untuk mengetahui pengaruh *customer engagement* terhadap *purchase intention* pada layanan Kimia Farma Apotek di Surabaya. Data dikumpulkan melalui survei dengan 106 responden. Data yang digunakan dalam penelitian ini adalah data primer yang didapat dari kuesioner online. Responden penelitian ini adalah member Kimia Farma yang melakukan pembelian pada Kimia Farma Apotek. Teknik pengambilan sampling dengan menggunakan *non-probability sampling*. Penelitian ini adalah penelitian kuantitatif dengan pengujian secara statistik dengan *Structural Equation Modelling* (SEM) berbasis *Partial Least Square* (PLS) yang digunakan untuk melakukan analisa data. Dalam penelitian ini ditemukan bahwa Terdapat pengaruh positif antara *customer engagement* dan *perceived value*. Terdapat pengaruh positif antara *customer engagement* dan *customer satisfaction*. Terdapat pengaruh positif antara *customer engagement* dan *purchase intention* Terdapat pengaruh positif antara *perceived value* dan *customer satisfaction*. Terdapat pengaruh positif antara *perceived value* dan *purchase intention*. Terdapat pengaruh positif antara *customer satisfaction* dan *purchase intention*. Terdapat pengaruh negatif antara *customer uncertainty* dan *purchase intention*.

Kata Kunci : *customer engagement, purchase intention, customer satisfaction, perceived value, customer uncertainty, partial least square.*

ABSTRACT

THE EFFECT OF CUSTOMER ENGAGEMENT ON PURCHASE INTENTION IN KIMIA FARMA SERVICES IN SURABAYA

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The purpose of the study was to determine the effect of customer engagement on purchase intention in kimia farma services in Surabaya. Data were collected through a survey with 106 respondents. The data used in this study is primary data obtained from online questionnaires. The respondents of this research are members of Kimia Farma who shop in in Kimia Farma. The sampling technique used was non-probability sampling. This research is quantitative research with statistical testing using Structural Equation Modeling (SEM) with Partial Least Square (PLS) is used to perform data analysis. In this study it was found that there is a positive influence between customer engagement and perceived value. There is a positive influence between customer engagement and customer satisfaction. There is a positive influence between customer engagement and purchase intention. There is a positive relationship between perceived value and customer satisfaction. There is a positive influence between perceived value and purchase intention. There is a positive influence between customer satisfaction and purchase intention. There is a negative influence between customer uncertainty and purchase intention.

Keywords: customer engagement, purchase intention, customer satisfaction, perceived value, customer uncertainty, partial least square