

## ABSTRAK

You Minsang (01804230022)

**“PENGARUH *CONSUMER NEED FOR TOUCH* TERHADAP *ONLINE PURCHASE PROPENSITY* YANG DIMEDIASI OLEH *BRAND EXPERIENCE*, *PERCEIVED PRODUCT QUALITY* DAN *ONLINE RESEARCH PROPENSITY* PADA HELM XYZ”**

(XVI + 90 pages : 25 tabel; 5 gambar ; 3 Lampiran)

Indonesia merupakan salah satu negara dengan jumlah pengguna kendaraan bermotor terbesar di dunia, sehingga industri helm juga tumbuh pesat. Untuk dapat bersaing secara kompetitif di dunia digital, penting bagi perusahaan untuk dapat meningkatkan minat beli konsumen. Penelitian ini bertujuan untuk menguji pengaruh *consumer need for touch* terhadap *online purchase propensity* yang dimediasi oleh *brand experience*, *perceived product quality* dan *online research propensity* pada salah satu brand helm di Indonesia. Penelitian dilakukan secara kuantitatif dengan pendekatan kausal pada 233 pengguna kendaraan bermotor di Jabodetabek. Sampel diambil menggunakan pendekatan *purposive sampling*. Hasil penelitian menunjukkan bahwa seluruh hipotesis diterima, artinya *consumer need for touch* dan *social influence* berpengaruh positif terhadap *brand experience*, begitu juga *brand experience* dan *perceived product quality* yang berpengaruh positif terhadap *online research propensity*, dan kemudian *online research propensity* serta *social influence* berpengaruh positif terhadap *online purchase propensity*.

Kata Kunci : *Online Purchase Propensity, Helm, Need for Touch, Online Research Propensity*

Referensi : 51 (2016-2024)

## ABSTRACT

You Minsang (01804230022)

***“THE EFFECT OF CONSUMER NEED FOR TOUCH ON ONLINE PURCHASE PROPENSITY MEDIATED BY BRAND EXPERIENCE, PERCEIVED PRODUCT QUALITY AND ONLINE RESEARCH PROPENSITY ON XYZ HELMET”***

*(XVI + 90 pages; 25 tables; 5 pictures ; 3 attachments)*

*Indonesia is one of the countries with the largest number of motorized vehicle users in the world, so the helmet industry is also growing rapidly. To be able to compete competitively in the digital world, it is important for companies to be able to increase consumer purchasing interest. This study aims to test the effect of consumer need for touch on online purchase propensity mediated by brand experience, perceived product quality and online research propensity on one of the helmet brands in Indonesia. The study was conducted quantitatively with a causal approach on 233 motorized vehicle users in Jabodetabek. Samples were taken using a purposive sampling approach. The results of the study showed that all hypotheses were accepted, meaning that consumer need for touch and social influence had a positive effect on brand experience, as well as brand experience and perceived product quality which had a positive effect on online research propensity, and then online research propensity and social influence had a positive effect on online purchase propensity.*

*Keywords: Online Purchase Propensity, Helmet, Need for Touch, Online Research Propensity*

*References: 51 (2016-2024)*