

ABSTRACT

THE EFFECT OF INFORMATION QUALITY, FUNCTIONAL QUALITY, INTERACTION QUALITY ON VALUE CO-CREATION AND VALUE CO-DESTRUCTION WITH PERCEIVED VALUE AS MEDIATING AND SELF- CONGRUENCE AS MODERATING (Survey On Live Streaming E-commerce In Indonesia)

By:
Afif Abdillah
NIM 213402509

Guide I : Mochammad Soleh Soeaidy
Guide II : Gusti Tia Ardiani

This study was conducted with the aim of examining the influence of information quality, functional quality, and interaction quality on value co-creation and value co-destruction, with perceived value as a mediating variable and self-congruence as a moderating variable (a study on users of e-commerce live streaming services in Indonesia). The research method used is a survey method with a quantitative approach. Primary data were collected by distributing questionnaires to respondents selected using purposive sampling techniques. Data analysis was carried out using Structural Equation Modeling (SEM). Based on the results of the analysis, it was found that information quality, functional quality, and interaction quality had an effect on perceived value. Furthermore, perceived value was proven to have an effect on value co-creation and value co-destruction. In addition, perceived value was proven to mediate the relationship between information quality, functional quality, and interaction quality on value co-creation and value co-destruction. Other findings show that self-congruence moderates the relationship between information quality, functional quality, and interaction quality on perceived value, thereby strengthening the influence of the three variables on perceived value.

Keywords: *Information quality, functional quality, interaction quality, self-congruence, perceived value, value co-creation, value co-destruction*

ABSTRAK

PENGARUH *INFORMATION QUALITY*, *FUNCTIONAL QUALITY*, *INTERACTION QUALITY* TERHADAP *VALUE CO-CREATION* DAN *VALUE CO-DESTRUCTION* DENGAN *PERCEIVED VALUE* SEBAGAI *MEDIATING* DAN *SELF-CONGRUENCE* SEBAGAI *MODERATING* (Survey Pada *Live Streaming E-commerce* di Indonesia)

Oleh:

Afif Abdillah

NIM 213402509

Pembimbing I : Mochammad Soleh Soeaidy

Pembimbing II : Gusti Tia Ardiani

Penelitian ini dilakukan dengan tujuan untuk mengkaji pengaruh *information quality*, *functional quality*, dan *interaction quality* terhadap *value co-creation* dan *value co-destruction*, dengan *perceived value* sebagai variabel mediasi dan *self-congruence* sebagai variabel moderasi (studi pada pengguna layanan *live streaming e-commerce* di Indonesia). Metode penelitian yang digunakan adalah metode survei dengan pendekatan kuantitatif. Data primer dikumpulkan melalui penyebaran kuesioner kepada responden yang dipilih menggunakan teknik *purposive sampling*. Analisis data dilakukan dengan menggunakan *Structural Equation Modeling* (SEM). Berdasarkan hasil analisis, ditemukan bahwa *information quality*, *functional quality*, dan *interaction quality* berpengaruh terhadap *perceived value*. Selanjutnya, *perceived value* terbukti berpengaruh terhadap *value co-creation* dan *value co-destruction*. Selain itu, *perceived value* terbukti memediasi hubungan antara *information quality*, *functional quality*, dan *interaction quality* terhadap *value co-creation* dan *value co-destruction*. Temuan lain menunjukkan bahwa *self-congruence* memoderasi hubungan antara *information quality*, *functional quality*, dan *interaction quality* terhadap *perceived value*, sehingga memperkuat pengaruh ketiga variabel tersebut terhadap *perceived value*.

Kata kunci: *information quality*, *functional quality*, *interaction quality*, *self-congruence*, *perceived value*, *value co-creation*, *value co-destruction*