

Peran Intervensi Platform Dalam Memoderasi Persepsi Privasi Konsumen Terhadap Niat Belanja Secara Online

by Hafizh Fitrianna, Tony Wijaya, Agung Utama, Farlianto

ABSTRACT

Purpose of this study is to investigate the effects of recommendation system and discounts on consumers' privacy calculus in influencing online purchase intentions. This study provides holistic insights into e-commerce consumer behavior trends in Indonesia. We developed our study model based on the idea of the privacy paradox. Quantitative data was collected from 281 e-marketplace users in Indonesia using a structured questionnaire that was analyzed using structural equation modeling. Based on the study findings, a more comprehensive understanding of the impact of the privacy paradox can be gained by learning how consumer behavior related to privacy can be affected by interventions offered on e-marketplaces. The result is that providing recommendations from e-retailers and bundled discounts can influence consumer behavior, specifically increasing the effect of the relationship between perceived enablers and online purchase intentions. But there is no significant effect on the relationship between perceived inhibitors and purchase intention. In terms of literature enrichment, this study provides a reference for e-commerce providers and marketers in developing marketing strategies. Future studyers can expand our study to other industries with additional variables.

Kata Kunci: *privacy paradox, privacy calculus, recommendation system, discount, purchase intention, Indonesia*