

ABSTRAK

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Program Studi : Magister Ilmu Manajemen
Judul : Pengaruh *Enriching the Self, Enabling the Self, Gratifying the Self* dan *Consumer Engagement* terhadap *Continuance Intention* Platform Digital melalui *Co-creation Experience* dengan *Generational Differences* sebagai Moderasi

Penelitian ini bertujuan untuk menganalisis pengaruh *enriching the self, enabling the self, gratifying the self*, dan *consumer engagement* terhadap *continuance intention* dengan *co-creation experience* sebagai variabel mediasi dan *generational differences* sebagai variabel moderasi pada pengguna platform digital. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengambilan sampel *purposive sampling* berdasarkan kriteria tertentu. Jumlah sampel dalam penelitian ini sebanyak 400 responden pengguna platform digital seperti Shopee, TikTok Shop, Tokopedia, Lazada, Bukalapak, dan Blibli yang termasuk dalam Generasi Y dan Generasi Z. Analisis data dilakukan menggunakan metode *Structural Equation Modeling–Partial Least Squares* (SEM-PLS) dengan bantuan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *enriching the self, gratifying the self*, dan *consumer engagement* berpengaruh signifikan terhadap *co-creation experience*, sedangkan *enabling the self* tidak berpengaruh signifikan. Selain itu, *co-creation experience* dan *consumer engagement* berpengaruh signifikan terhadap *continuance intention*. Hasil penelitian juga menunjukkan bahwa *co-creation experience* mampu memediasi beberapa hubungan antar variabel, sedangkan *generational differences* tidak terbukti memoderasi hubungan antara variabel independen terhadap *continuance intention*.

Kata Kunci: *Enriching the Self, Enabling the Self, Gratifying the Self, Consumer Engagement, Co-creation Experience, Continuance Intention, Generational Differences*

ABSTRACT

Name : Yulistia Masruri Sitepu
Study Program : Master of Sains Management
Tittle : The Influence of Enriching the Self, Enabling the Self, Gratifying the Self, and Consumer Engagement on Digital Platform Continuance Intention through Co-Creation Experience with Generational Differences as a Moderating Variable

This study aims to analyze the effect of enriching the self, enabling the self, gratifying the self, and consumer engagement on continuance intention with co-creation experience as a mediating variable and generational differences as a moderating variable among digital platform users. This study employed a quantitative approach using a purposive sampling technique based on specific criteria. The sample consisted of 400 respondents who use digital platforms such as Shopee, TikTok Shop, Tokopedia, Lazada, Bukalapak, and Blibli and belong to Generation Y and Generation Z. Data analysis was conducted using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method with SmartPLS 4.0. The results showed that enriching the self, gratifying the self, and consumer engagement significantly affect co-creation experience, while enabling the self does not have a significant effect. In addition, co-creation experience and consumer engagement significantly affect continuance intention. The findings also indicate that co-creation experience mediates several relationships among variables, while generational differences do not moderate the relationship between the independent variables and continuance intention.

Keywords: Enriching the Self, Enabling the Self, Gratifying the Self, Consumer Engagement, Co-creation Experience, Continuance Intention, Generational Differences