Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kapabilitas dinamis konsumen terhadap keterlibatan konsumen produk fesyen mewah di kalangan Gen-Z. Kapabilitas dinamis terdiri dari adaptasi, absorpsi, dan inovasi yang nantinya akan dianalisis pengaruhnya terhadap keterlibatan konsumen serta hasil-hasil pemasaran. Penelitian ini menggunakan metode penelitian survei kuantitatif dan tergolong sebagai penelitian deskriptif. Studi ini menggunakan *google form* sebagai alat untuk mengumpulkan data primer secara daring. Kami berhasil memperoleh data dari 250 responden. Setelah membuang data ekstrem, sebanyak 175 responden dianalisis lebih lanjut. Teknik analisis PLS-SEM diterapkan untuk menguji 18 hipotesis yang diajukan. Hasil analisis menunjukkan bahwa delapan hipotesis diterima dan sepuluh hipotesis ditolak. Secara spesifik, kapabilitas absorpsi terbukti mempengaruhi keterlibatan kognitif. Lalu, kapabilitas absorpsi dan kapabilitas inovasi terbukti mempengaruhi keterlibatan perilaku. Di lain pihak, kapabilitas inovasi terbukti mempengaruhi keterlibatan afektif. Selain itu, keterlibatan konsumen kognitif terbukti mempengaruhi tendensi pembelian impulsif dan tendensi intensi membeli ulang. Akhirnya, keterlibatan konsumen kognitif dan keterlibatan konsumen perilaku terbukti mempengaruhi nilai dalam konteks. Studi ini berhasil membangun model kapabilitas dinamis berbasis konsumen secara empiris, khususnya di kalangan Gen-Z yang suka membeli produk fesyen mewah.

Kata kunci: Kapabilitas Dinamis, Kapabilitas Adaptasi, Kapabilitas Absorpsi, Kapabilitas Inovasi, Keterlibatan Konsumen, Hasil - Hasil Pemasaran, Gen-Z

Abstract

This research aims to analyze the influence of consumer dynamic capabilities on consumer engagement with luxury fashion products among Gen-Z. Dynamic capabilities consist of adaptation, absorption and innovation which will later be analyzed for their influence on consumer engagement and marketing results. This research uses quantitative survey research methods and is classified as descriptive research. This study uses Google Form as a tool to collect primary data online. We managed to obtain data from 250 respondents. After removing extreme data, 175 respondents were analyzed further. The PLS-SEM analysis technique was applied to test the 18 proposed hypotheses. The results of the analysis show that eight hypotheses are accepted and ten hypotheses are rejected. Specifically, absorption capability has been shown to influence cognitive engagement. Then, absorption capability and innovation capability are proven to influence behavioral engagement. On the other hand, innovation capability has been shown to influence affective engagement. In addition, cognitive consumer involvement is proven to influence impulsive buying tendencies and repurchase intentions. Finally, cognitive consumer engagement and behavioral consumer engagement are shown to influence value in context. This study succeeded in building an empirical dynamic capability model based on consumers, especially among Gen-Z who like to buy luxury fashion products.

Keywords: *Dynamic Capability, Adaptation Capability, Absorption Capability, Innovation Capability, Consumer Engagement, Marketing Results, Gen-Z*