

The Effect of Management Strategy, Chatbot-Based Digital Marketing Innovation, and Perceived Value on Business Performance with Consumer Behavior as a Mediating Variable in Retail Companies in Pekanbaru City

Abstract :This study aims to examine the effect of Management Strategy, Chatbot-Based Digital Marketing Innovation, and Perceived Value on Business Performance, with Consumer Behavior as a mediating variable in retail companies in Pekanbaru City. This research employed a field research design using a quantitative approach. The sample consisted of 385 respondents selected through purposive sampling, and data were measured using a Likert scale. Data analysis was conducted using descriptive and verificative analysis techniques through Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach utilizing SmartPLS software. The results indicate that management strategy does not have a significant effect on business performance nor on consumer behavior. Chatbot-based digital marketing innovation does not directly affect business performance; however, it significantly influences consumer behavior. Perceived value has a strong and significant effect on both business performance and consumer behavior. Furthermore, consumer behavior significantly affects business performance. Mediation analysis reveals that consumer behavior does not mediate the relationship between management strategy and business performance. However, consumer behavior significantly mediates the relationship between chatbot-based digital marketing innovation and business performance, as well as between perceived value and business performance.

Keywords: Management Strategy, Digital Marketing Innovation, Chatbot, Perceived Value, Consumer Behavior, Business Performance, PLS-SEM.

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