

ABSTRAK

Perkembangan digital mendorong perubahan perilaku konsumen dalam berbelanja, termasuk penggunaan voucher TikTok pada Momoyo Kota Bandung. Munculnya respon positif dan keluhan saat penukaran voucher menunjukkan adanya perbedaan pengalaman konsumen. Penelitian ini bertujuan untuk menganalisis motivasi dan persepsi sebelum pembelian, pengalaman saat penukaran, serta evaluasi pasca pembelian terhadap kualitas produk dan pelayanan.

Metode penelitian yang digunakan adalah kualitatif deskriptif dengan lokasi penelitian di Momoyo Cabang Cikutra, Kota Bandung. Pengumpulan data dilakukan melalui teknik wawancara, observasi, dan dokumentasi terhadap konsumen dan karyawan sebagai informan.

Hasil penelitian menunjukkan bahwa Motivasi konsumen didorong oleh faktor rasional berupa penghematan harga dan efisiensi, serta faktor emosional akibat pengaruh promosi digital di TikTok. Pengalaman penukaran voucher dinilai praktis menggunakan sistem QR code, meskipun terdapat kendala antrian dan waktu tunggu pada saat jam ramai. Evaluasi pasca pembelian cenderung positif karena kesesuaian produk dan pelayanan dengan ekspektasi awal, sehingga menimbulkan kepuasan konsumen. Kesimpulan dari peneliti bahwa promosi voucher efektif sebagai pendorong keputusan pembelian, namun konsistensi kualitas produk dan layanan tetap menjadi faktor utama dalam mempertahankan kepuasan konsumen.

Kata Kunci: Perilaku Konsumen, Voucher Digital, TikTok, Pengalaman Konsumen, Evaluasi Pasca Pembelian.

ABSTRACT

Digital development has driven changes in consumer behavior in shopping activities, including the use of TikTok vouchers at Momoyo in Bandung City. The emergence of both positive responses and complaints during the voucher redemption process indicates differences in consumer experiences. Therefore, this study aims to analyze consumer motivation and perception prior to purchase, the experience during voucher redemption, and the post-purchase evaluation of product quality and service.

The research method used in this study is descriptive qualitative. The research was conducted at Momoyo Cikutra Branch, Bandung City. Data were collected through interviews, observations, and documentation. The informants consisted of consumers and employees involved in the voucher purchase and redemption process.

The findings indicate that consumer motivation is driven by rational factors such as price savings and efficiency, as well as emotional factors influenced by digital promotions on TikTok. The voucher redemption experience is considered practical through the use of a QR code system, although queues and waiting times occur during peak hours. Post-purchase evaluation tends to be positive due to the alignment between product quality and service with initial expectations, resulting in consumer satisfaction. The study concludes that voucher promotions are effective in encouraging purchase decisions; however, consistency in product quality and service remains the primary factor in maintaining consumer satisfaction..

Keywords: *Consumer Behavior, Digital Voucher, TikTok, Customer Experience, Post-Purchase Evaluation.*