ABSTRAK

Pengaruh *Autonomy* Terhadap *Subjective Well-Being* Yang Dimediasi Oleh *Customer Engagement* Pada Pengguna Platforms IBox

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *autonomy, customer engagement* dan *subjective well being* terhadap pengguna platform IBox. Penelitian ini mengintegrasikan service-dominant logic dan self-determination theory untuk menjelaskan hubungan antara kebutuhan psikologis manusia (*Autonomy*), *Customer engagement* (*Cognitive, Affective* dan *Behavioral*), serta *Subjective well being*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap pengguna dan konsumen yang pernah menggunakan platform IBox. Data dianalisis menggunakan Teknik analisis jalur atau Structural Equation Modeling (SEM) untuk menguji hubungan langsung dan tidak langsung antar variabel.

Hasil penelitian menunjukan bahwa *Autonomy* berpengaruh positif dan signifikan terhadap *customer engagement* (*cognitive, affective, behavioral*). Selain itu *customer engagement* (*cognitive, affective, behavioral*) terbukti berpengaruh positif dan signifikan terhadap *subjective well being*. Pengujian efek mediasi menunjukan bahwa *customer engagement* memediasi secara signifikan pengaruh *autonomy* terhadap *subjective well being*.

Kata Kunci: *Autonomy, Customer Engagement, Cognitive, Affective, Behavioral, Subjective Well Being, Service-Dominant Logic, Self-Determination Logic*

ABSTRACT

The Influence of Autonomy on Subjective Well-Being Mediated by Customer Engagement on Users of IBox Platforms

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ABSTRACT

This study aims to analyze the influence of autonomy, customer engagement and subjective well-being on users of the IBox platform. This study integrates service-dominant logic and self-determination theory to explain the relationship between human psychological needs (Autonomy), Customer engagement (Cognitive, Affective and Behavioral), and Subjective well-being. This study uses a quantitative approach with a survey method on users and consumers who have used the IBox platform. The data was analyzed using path analysis techniques or Structural Equation Modeling (SEM) to test the direct and indirect relationships between variables.

The results of the study show that Autonomy has a positive and significant effect on customer engagement (cognitive, affective, behavioral). In addition, customer engagement (cognitive, affective, behavioral) has been proven to have a positive and significant effect on sybjective well-being. Testing the effect of mediation showed that customer engagement significantly mediated the influence of autonomy on subjective well-being.

Keywords: *Autonomy, Customer Engagement, Cognitive, Affective, Behavioral, Subjective Well Being, Service-Dominant Logic, Self-Determination Logic*