

## Analisis faktor faktor utama yang mempengaruhi online repurchase intention pada ukm di indonesia studi kasus tikshirt = Analyzing key determinants of online repurchase intention on sme in indonesia case study tikshirt

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### Abstrak

Tujuan penelitian ini adalah untuk menganalisis faktor ? faktor yang memengaruhi online purchase intention dengan mengambil kasus terhadap salah satu UKM yang sedang berkembang di Indonesia yaitu Tikshirt. Variabel yang memengaruhi terdiri dari perceived value, perceived ease of use, perceived usefulness, firms reputation, privacy, trust, reliability, dan functionality. Metode pengumpulan sampel menggunakan purposive sampling. Pengujian kualitas data menggunakan uji reliabilitas dan validitas. Metode analisis data menggunakan model regresi untuk mengetahui signifikansi hubungan antara variabel dependen dan independen. Hasil dari penelitian ini menunjukkan bukti yang signifikan secara positif hanya terdapat pada variabel perceived value dan firm reputation dalam delapan hipotesis yang diajukan.

.....The purpose of this study was to analyze factors - factors influencing online purchase intention to take the case against one of the emerging SMEs in Indonesia, namely Tikshirt. Variables that affect consists of perceived value, perceived ease of use, perceived usefulness, firms reputation, privacy, trust, reliability, and functionality. Methods of sample collection using purposive sampling. Tests of data quality using the test reliability and validity. Methods of data analysis using regression models to determine the significance of the relationship between the dependent and independent variables. Results of this study showed the positive significant evidence in only two variables which is perceived value and firm reputation amongs the eight hypothesis.