

Pengaruh website customer orientation, website personality, website quality terhadap repurchase intention studi kasus; Tokobagus.com =
The effect of website customer orientation, website personality, website quality towards repurchase intention case study; tokobagus.com

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh website customer orientation, website personality, website quality terhadap repurchase intention. Penelitian ini menunjukkan bahwa website customer orientation, website personality dan website quality memengaruhi secara signifikan terhadap repurchase intention. Penelitian ini mengambil objek penelitian yaitu para pengguna tokobagus.com yang pernah melakukan transaksi sekurang-kurangnya satu kali transaksi.

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The objective of this study is to analyze effect of website customer orientation, website personality, website quality towards repurchase intention. This research shows that website customer orientation, website personality and website quality significantly affect towards repurchase intention. The object of this research is tokobagus.com users that have been transaction into this website at least once.