

# Analisis pengaruh e-shopping value dan transaction cost terhadap repurchase intention belanja online (studi kasus lazada.co.id) = The effect of e-shopping value and transaction cost towards repurchase intention in online shopping (case study lazada.co.id)

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## Abstrak

Bisnis berbentuk e-commerce di Indonesia tumbuh dengan pesat, salah satu e-commerce terbesar di Indonesia adalah Lazada, yang memiliki marketshare dan tingkat awareness terbesar diantara e-commerce lainnya. Namun, persaingan Lazada ke depan akan semakin ketat, dan mempertahankan konsumen menjadi permasalahan utama bagi Lazada. Oleh karena itu penelitian ini bertujuan untuk menganalisis pengaruh e-shopping value dan transaction cost (information searching cost, moral hazard cost, specific asset investment) sebagai faktor-faktor yang mempengaruhi repurchase intention belanja online. Sampel penelitian ini adalah konsumen yang pernah berbelanja di Lazada.co.id dalam kurun waktu enam bulan terakhir. Data diolah dengan menggunakan metode Structural Equation Modelling.

Hasil penelitian ini menunjukkan bahwa e-shopping value memiliki pengaruh positif yang signifikan terhadap repurchase intention. Sementara itu, moral hazard cost memiliki pengaruh negatif yang signifikan terhadap repurchase intention, sedangkan information searching cost dan specific asset investment tidak memiliki pengaruh yang signifikan terhadap repurchase intention. Disamping itu, information searching cost memiliki pengaruh negatif yang signifikan terhadap e-shopping value, sedangkan moral hazard cost dan specific asset investment tidak memiliki pengaruh yang signifikan terhadap e-shopping value.

E-commerce in Indonesia is growing rapidly, one of the largest e-commerce in Indonesia is Lazada, which has the largest marketshare and the highest level of awareness of e-commerce among others.

However, Lazada competition in the future will be more competitive, and retain customers become a major problem for Lazada and other e-commerce. Therefore, this study aimed to analyze the influence of e-shopping value and transaction costs (information searching costs, moral hazard cost, the specific asset investment) as factors that affect the repurchase intention of online shopping. The sample was consumers who ever shopped at Lazada.co.id within the last six months. The data is processed by using Structural Equation Modeling.

These results indicate that e-shopping value has a positive effect on repurchase intention. Meanwhile, the cost of moral hazard have a significant negative effect on repurchase intention, while searching information and the specific asset investment cost doesn't have a significant effect on repurchase intention. In addition, information searching cost has significantly negative effect on the value of e-shopping, while moral hazard and the specific cost of assets Investments does not have a significant effect terhadap e-shopping value.