

Analisis pengaruh perceived value dan transactional cost terhadap repurchase intention pada kegiatan online shopping studi kasus online marketplace forum jual beli kaskus = Analysis of the effect of perceived value and transactional cost to repurchase intention in online shopping activity case study of online marketplace forum jual beli kaskus / Rizky Bagus Sampurno

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Abstrak

ABSTRAK
Online marketplace merupakan sebuah format e-commerce yang cukup populer di Indonesia dan memiliki karakteristik yang berbeda dibanding dengan online store pada umumnya. Karakteristik jual-beli dapat dipahami melalui pendekatan relational exchange menggunakan variabel transaction cost. Transactional cost merupakan salah satu komponen penting kegiatan pertukaran baik online maupun offline dan sudah cukup sering di diskusikan dalam berbagai penelitian ilmiah terkait dampaknya terhadap perilaku konsumen. Penelitian ini akan menganalisis pengaruh dari information searching cost, moral hazard cost, dan specific asset investment yang merupakan komponen dari transactional cost terhadap perceived value dan repurchase intention dari konsumen online marketplace Forum Jual Beli Kaskus. Sampel penelitian yang digunakan adalah pengguna FJB Kaskus di kota-kota besar di Jawa, dan data yang didapat diolah dengan menggunakan metode structural equation modelling. Hasil penelitian ini menunjukkan bahwa information searching cost dan moral hazard cost berpengaruh secara signifikan terhadap pembentukan perceived value yang dirasakan konsumen dalam proses jual-beli, sedangkan specific asset investment tidak memiliki pengaruh yang signifikan terhadap perceived value konsumen. Selanjutnya dalam kaitannya terhadap intensi pembelian ulang, hasil penelitian menunjukkan bahwa information searching cost dan specific asset investment memiliki pengaruh yang signifikan dalam mendorong repurchase intention konsumen.

ABSTRACT
Online marketplace is a fairly popular e-commerce format in Indonesia which has different characteristic compared to the common online stores. Transaction characteristics can be well-explained by relational exchange approach, using transaction cost variables. Transaction cost is one of the most important component for both online and offline exchange activity and frequently discussed on scientific research related to consumer behavior. This study will analyze the impact of information searching cost, moral hazard cost, and specific asset investment which are the components of transaction cost to perceived value and repurchase intention of consumer of popular online marketplace; FJB Kaskus. Data on this study collected from FJB Kaskus user which live in Java Island' biggest cities. The data analyzed using two-step approach structural equation modelling. The results indicates that information searching cost and moral hazard cost significantly influence to the consumer perceived value, while specific asset investment has no significant influence to the perceived value. Related to consumer repurchase intention, the result indicates information searching cost and specific asset investment has significant influence on consumer repurchase intention. However, moral hazard cost has no impact on consumer repurchase intention.