

Analisis pengaruh perceived value dan transaction cost terhadap repurchase intention studi kasus lazada.co.id = Perceived value transaction cost and repurchase intention in online shopping a relational exchange perspective case study lazada.co.id

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Abstrak

Penelitian ini mencoba menguji faktor apa saja yang mempengaruhi perceived value, dan transaction cost terhadap repurchase intention. Analisis dilakukan dengan menggunakan data yang diperoleh melalui penyebaran kuesioner, dan diolah dengan metode analisis SEM. Penelitian ini menyimpulkan bahwa perceived value dan transaction cost berpengaruh secara negatif terhadap repurchase intention dalam studi kasus Lazada.co.id di Indonesia.

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This study tries to examine what factors affect perceived value and transaction cost to the repurchase. Analyses were performed using data obtained through questionnaires, and processed using SEM analysis method. This study concludes that perceived value and transaction cost have negative impact to the repurchase intention in the case study of Lazada.co.id in Indonesia.