

# Identifikasi faktor-faktor pendorong niat berbelanja kembali konsumen secara online customer online repurchase intention pada situs e commerce di Indonesia = Identification the factors that encourage customer online repurchase intention toward e commerce site in Indonesia

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## Abstrak

Pertumbuhan pesat e-Commerce di Indonesia telah menciptakan transformasi perilaku konsumen yang pada awalnya konsumen retail tradisional menjadi konsumen retail online. Merespon hal tersebut maka dibutuhkan pengetahuan akan online buying behavior yang dapat dipahami berdasarkan dua tahapan yaitu pertama adalah upaya mendorong customer online purchase intention dan tahapan kedua adalah mendorong terciptanya customer online purchase intention yang keduanya adalah sangat penting dalam menentukan kesuksesan e-Commerce. Dalam tesis ini mengkhususkan pembahasan pada Customer Online Repurchase Intention yang merupakan manifestasi atas loyalitas customer sebagai salah satu kunci untuk menjaga keberlangsungan bisnis dan meningkatkan profit pada situs e-Commerce. Untuk itu, penelitian ini bertujuan untuk menganalisa faktor-faktor apa saja yang mempengaruhi Customer Online Repurchase Intention pada situs e-Commerce di Indonesia.

Hasil penelitian menunjukkan bahwa e-Customer di Indonesia memiliki karakteristik sebagai Novelty-oriented Customer, Quality-oriented Customer, Price-oriented Customer dan Convenience-oriented Customer. Orientasi tersebut secara signifikan dan positif mendorong Customer Online Repurchase Intention. Faktor lainnya yang turut mendorong Customer Online Repurchase Intention adalah Brand Online Trust dan Prior Online Purchase Experience. Prior Online Purchase Experience, Convenience Orientation dan Brand Online Trust secara berturut-turut memberikan pengaruh terbesar pertama, kedua dan ketiga pada terciptanya Customer Online Repurchase Intention. Sebanyak 200 responden yang pernah berbelanja di situs e-Commerce di Indonesia berpartisipasi mengisi kuesioner (email maupun printed) dan analisis data menggunakan SEM (Structural Equation Modelling).

*The rapid growth of e-Commerce in Indonesia has created a transformation of consumer behavior that was originally a traditional retail consumers into online retail consumers. Responding to these conditions, it is important to understand the consumer online buying behavior which can be understood based on two stages: first is the customer online purchase intention and the second is the customer online repurchase intention that both are determinant of the success of e-Commerce. Customer Online Repurchase Intention as a manifestation of customer loyalty is the key factor of e-commerce sites which give direct effect on e-Commerce's profit. Therefore, the objective of this research is to identify key factors of Customer Online Repurchase Intention toward e-Commerce sites in Indonesia.*

The findings indicate that Indonesia e-Customer has characteristics such as Novelty-oriented, Quality-oriented, Price-oriented and Convenience-oriented customer. Those orientations significantly and positively encourage Customer Online Repurchase Intention. Other factors that drive the Customer Online Repurchase Intention are Brand Online Trust and Prior Online Purchase Experience. Prior Online Purchase Experience, Convenience Orientation and Brand Online Trust respectively become the important contributor to

Customer Online Repurchase Intention. A total of 200 respondents who have ever shopped online on e-commerce participated to fill out an e-mail/printed questionnaire and the data analyzed using SEM (Structural Equation Modeling).</i>