

Pengaruh perceived usefulness, perceived ease of use, dan online trust terhadap online repurchase intention studi pada aplikasi traveloka =
The effect of perceived usefulness perceived ease of use and online trust toward online repurchase intention study on traveloka application

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Abstrak

Seiring dengan pertumbuhan e-commerce yang berkembang secara cepat, tercipta persaingan bisnis yang kompetitif terutama dalam pembelian tiket pesawat melalui sebuah aplikasi. Tujuan penelitian ini adalah untuk menganalisis pengaruh perceived usefulness, perceived ease of use, dan online trust terhadap online repurchase intention pada aplikasi Traveloka. Penelitian ini menggunakan pendekatan kuantitatif.

Sampel dalam penelitian ini adalah 120 responden mahasiswa dan pegawai dengan rentang usia 18 ? 35 tahun yang pernah membeli tiket pesawat melalui aplikasi Traveloka dan bertempat tinggal di DKI Jakarta. Pengambilan sampel menggunakan metode purposive sampling. Model penelitian ini di uji dengan menggunakan SPSS 21 dan multiple regression.

Hasil penelitian ini menunjukkan bahwa perceived usefulness dan online trust berpengaruh secara signifikan terhadap online repurchase intention. Sedangkan, perceived ease of use tidak berpengaruh secara signifikan terhadap online repurchase intention.

.....Following the growth of e-commerce rapidly, has created a competitive business particularly in buying airline ticket through application. The objective of this research is to analyze the effect of perceived usefulness, perceived ease of use, and online trust toward online repurchase intention on Traveloka application. This research applied quantitative approach.

The sample of this research is using 120 respondents, such as students and workers in the age range of 18 ? 35 years old who had bought airline ticket by using Traveloka application and currently living in DKI Jakarta. This research used purposive sampling method. The research model was tested by using SPSS 21 and multiple regression.

The result of this research indicates that perceived usefulness and online trust have a significantly positive impact toward online repurchase intention. On the other hand, perceived ease of use has a negative impact toward online repurchase intention.