

Repurchase intention pada hari belanja online nasional = Repurchase intention on hari belanja online nasional

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Abstrak

Indonesia memiliki sebuah waktu khusus untuk berbelanja online setiap tahunnya dengan berbagai promosi untuk menarik konsumen yang disebut dengan Hari Belanja Online Nasional Harbolnas . Harbolnas menjadi objek pada penelitian ini yang dilakukan secara online kepada konsumen belanja online yang berdomisili di Jabodetabek saat Harbolnas. Data diolah dengan menggunakan metode Structural Equation Model SEM. Hasil penelitian menunjukkan adanya pengaruh signifikan antara Convenience terhadap Perceived Usefulness dan Shopping Enjoyment. Perceived Usefulness dan Shopping Enjoyment terbukti berpengaruh positif terhadap Attitude Towards Online Shopping. Attitude Towards Online Shopping secara signifikan juga mempengaruhi Repurchase Intention.

Indonesia had a special time to shop online every year with various promotions called Hari Belanja Online Nasional Harbolnas . This research focus on Harbolnas as research objects. This research use online media targeting consumers domiciled in Jabodetabek who shopped at harbolnas. The data was processed by using Structural Equation Model SEM.

The result of this research shows that convenience have significant effect on Perceived Usefulness and Shopping Enjoyment. Perceived Usefulness and Shopping Enjoyment proved to have positive effect on Attitude Towards Online Shopping. Attitude Towards Online Shopping also significantly affect to Repurchase Intention.