

Analisis purchase involvement, perceived risk, dan trust konsumen dan pengaruhnya terhadap online repurchase intention pada online merchant = Analysis of purchase involvement perceived risk and consumer s trust and its effect to online repurchase intention in online merchant

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Abstrak

ABSTRAK

Penelitian ini meneliti pengaruh purchase involvement terhadap perceived risk, pengaruh dari perceived risk terhadap trust, pengaruh purchase involvement terhadap trust serta pengaruh trust terhadap online repurchase intention konsumen pada online merchant/online shop. Responden penelitian ini merupakan konsumen yang pernah melakukan pembelian barang yang bersifat low/high involvement secara online pada online merchant. Responden penelitian ini berdomisili di wilayah Jakarta dan sekitarnya antara lain ; Bogor, Bekasi , Tangerang, Depok. Metode yang digunakan untuk pengolahan data dalam penelitian ini adalah Multiple Regression. Hasil penelitian membuktikan secara signifikan bahwa Low high purchase involvement pada online merchant memiliki pengaruh positif terhadap perceived risk, hanya high purchase involvement dan perceived risk yang berpengaruh terhadap trust, dan trust memiliki pengaruh positif terhadap online repurchase intention. Keywords : Purchase involvement, perceived risk, trust, online repurchase intention, online merchant, Online shop

ABSTRACT

The purpose of this research is to analyse the effect of Purchase Involvement on Perceived Risk, the effect of perceived risk on trust, the effect of purchase involvement on trust, and the effect of trust on online repurchase intention. Respondents on this study are consumers who ever buy low high involvement product through online merchant online shop. Resident is resided in Jakarta and the nearest other city as Depok, Tangerang, Bogor, Bekasi. This study uses multiple regression to process the data. The results of this research show that Low high purchase involvement in online merchant has positive effect on perceived risk, only high purchase involvement and perceived risk that has positive effect on trust, and trust has positive effect on online repurchase intention.