

Analisis faktor-faktor yang memengaruhi repurchase intention pada mobile shopping applications dan pengaruhnya terhadap price sensitivity: studi kasus: Shopee = Understanding the repurchase intention of mobile shopping applications and its influence on price sensitivity: case study: Shopee

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Abstrak

Perkembangan zaman digital mendorong meningkatnya penggunaan aplikasi seluler. Penelitian ini bertujuan untuk memahami repurchase intention pada mobile shopping applications untuk tujuan berbelanja. Shopee adalah mobile shopping application berbasis di Asia Tenggara, menyediakan online marketplace yang menghubungkan pembeli dan penjual untuk melakukan transaksi jual beli melalui smartphone mereka. Penelitian ini mengajukan technology acceptance model TAM dengan penambahan konstruk perceived enjoyment, perceived risk, dan personal innovativeness, sementara price sensitivity diprediksi menggunakan satisfaction dan repurchase intention. Metode purposive sampling digunakan untuk penelitian ini dengan 734 responden dan dianalisis menggunakan structural equation modeling SEM.

Temuan dari penelitian ini mengungkapkan bahwa perceived risk, perceived usefulness, perceived ease of use, perceived enjoyment, dan satisfaction memiliki peran yang penting dalam menentukan repurchase intention pada mobile shopping applications. Selanjutnya, satisfaction memengaruhi price sensitivity secara negatif dan repurchase intention memengaruhi price sensitivity secara positif. Implikasi manajerial serta rekomendasi untuk penelitian lebih lanjut dibahas dalam penelitian ini.

The development of digital age drives the increasing use of mobile applications. This research aims to understand the repurchase intention of mobile shopping applications for shopping purpose. Shopee is a mobile shopping application based in Southeast Asia, providing an online marketplace which connects buyer and seller to establish sale and purchase transactions through their smartphones.

This study exerts a technology acceptance model TAM with the addition of perceived enjoyment, perceived risk, and personal innovativeness to the original model, while price sensitivity was predicted using satisfaction and repurchase intention. Purposive sampling was used for this research with 734 respondents and were analyzed using structural equation modeling approach.

Findings of this study reveal that perceived risk, perceived usefulness, perceived ease of use, perceived enjoyment, and satisfaction have a major role in deciding repurchase intention of mobile shopping applications. Furthermore, satisfaction influences price sensitivity negatively and repurchase intention influences price sensitivity in a direct positive way. Managerial implications are discussed as well as recommendations for further research.