

# Faktor-faktor yang memengaruhi online repurchase intention pada bisnis alas kaki online (studi kasus: PVRA&MADER) = Factors affecting online repurchase intention in footwear online businesses: The Case of PVRA & MADER

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## Abstrak

Penetrasi internet yang tumbuh pesat serta penggunaan aplikasi seluler menyebabkan peningkatan ekonomi digital dan terus berkembangnya bisnis online, termasuk di Indonesia. Berbagai bisnis online memasarkan produknya melalui media sosial seperti Instagram, salah satunya adanya merek alas kaki PVRA dan MADER. Penelitian ini mengajukan perspektif value-attitude- behavior seperti utilitarian value, hedonic value, dan attitude serta faktor lain yaitu privacy dan trust untuk meneliti alasan pembeli terhadap online repurchase intention. Pengumpulan data dilakukan dengan instrumen kuesioner dan terkumpul 180 responden yang kemudian diolah menggunakan metode PLS-SEM.

Hasil dari penelitian ini menunjukkan bahwa utilitarian value memiliki pengaruh positif pada attitude responden MADER terhadap online repurchase intention. Kemudian, hedonic value memiliki pengaruh positif pada attitude responden PVRA maupun MADER terhadap online repurchase intention mereka. Berikutnya, trust memiliki pengaruh positif pada attitude responden PVRA dan MADER terhadap online repurchase intention. Selain itu, attitude memiliki pengaruh positif terhadap online repurchase intention baik pada responden PVRA maupun responden MADER.

.....Rapidly growing internet penetration and the use of mobile applications have led to an increase in the digital economy and the continued development of online businesses, including in Indonesia. Various online businesses market their products through social media such as Instagram, one of which are footwear brand name PVRA and MADER. This research proposes the perspective of value- attitude-behaviors such as utilitarian value, hedonic value, and attitude and other factors, such as privacy and trust to examine the reasons for buyers towards the online repurchase intention. Data collection was done by questionnaire instruments and has been collected 255 respondents which were then processed using the PLS-SEM method.

The results of this study indicate that utilitarian value has a positive influence on the attitude of MADER respondents to the online repurchase intention. Then, hedonic value has a positive influence on the attitude of PVRA and MADER respondents to their online repurchase intention. Next, trust has a positive influence on the attitude of PVRA and MADER respondents to the online repurchase intention. In addition, attitude has a positive influence on online repurchase intention in both PVRA respondents and MADER respondents.