

# Faktor situs web dan faktor yang berhubungan dengan produk terhadap niat pembelian kembali pelanggan E-commerce = The influence of website quality factors and product related factors on repurchase intention of E-commerce consumers

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## Abstrak

E-commerce adalah masa depan industri ritel. Pertumbuhan eksponensial mereka telah menjadi pusat pendapatan online dalam 10 tahun terakhir, terutama di Indonesia. Indonesia adalah salah satu negara dengan pertumbuhan tertinggi dalam transaksi E-commerce online beserta jumlah perusahaan ritel online. Di Indonesia, tiga perusahaan yang menonjol dalam hal kunjungan situs web dan tingkat pertumbuhan mereka yaitu Bukalapak, Shopee dan Tokopedia. Dengan adanya tingkat persaingan yang tinggi dalam industri, tiga perusahaan ini harus mengetahui preferensi konsumen dalam berbagai aspek E-commerce, terutama mekanisme promosi perusahaan. Mekanisme promosi perusahaan E-commerce harus diprioritaskan agar sesuai dengan kebutuhan konsumen. Namun, mekanisme promosi untuk meningkatkan loyalitas konsumen belum disepakati oleh berbagai penelitian.

Penelitian ini bertujuan untuk mengidentifikasi penentu utama loyalitas E-commerce dalam pembentukan niat pembelian kembali. Dengan demikian, penelitian ini menggabungkan dua model yang menambahkan faktor website quality dan product related factors dalam mengukur efek keduanya terhadap repurchase intention melalui perceived consumer and seller relationship value and perceived value. Faktor website quality meliputi system quality, information quality dan E-service quality. Penelitian ini menggunakan 298 responden dari survei yang dilakukan di beberapa daerah di Indonesia yaitu di Medan, Jabodetabek, Bandung, Semarang, Bali dan Makassar. Selanjutnya, data dianalisis menggunakan metode partial least square structural equation modelling dengan menggunakan software SmartPLS 3.2.8.

Temuan dari penelitian ini menunjukkan bahwa system quality dan E-service quality memiliki pengaruh signifikan terhadap perceived consumer and seller relationship value sedangkan information quality tidak memiliki pengaruh yang signifikan. Perceived quality dan price competitiveness memiliki efek langsung terhadap perceived value sementara perceived price competitiveness memiliki efek langsung terhadap perceived quality. Perceived consumer and seller relationship value dan perceived value memiliki pengaruh signifikan terhadap repurchase intention dari konsumen Bukalapak, Shopee and Tokopedia.

E-commerce is the future of retail industry. Their exponential growth has been the centre of online revenues in the last 10 years, especially in Indonesia. Indonesia is one of the highest growing country in terms of the online E-commerce transaction as well as the number of online retail companies. In Indonesia, there are three companies that stands out in terms of website visits and growth rate which are Bukalapak, Shopee and Tokopedia. As there is high level of competition in the industry, determining consumer preferences in several aspect of these E-commerce companies, especially their promotional materials is crucial. The E-commerce companies promotional mechanism should be prioritized to match consumer's needs. However, the determined promotional mechanism to increase consumer loyalty is not yet agreed upon by researchers.

This study aims to identify the main determinants of E-commerce loyalty in the form of repurchase

intention. In doing so, the research combines two models which adds website quality factors and product related factors in measuring their effect towards repurchase intention through perceived consumer and seller relationship value and perceived value. Website quality factors include system quality, information quality and E-service quality. The research was measured using 298 responses from a survey conducted in several areas of Indonesia which are Medan, Jabodetabek, Bandung, Semarang, Bali and Makassar. Furthermore, the data was analysed using partial least square structural equation modelling, using the software of Smart PLS 3.2.8.

The findings of this research indicates that system quality and E-service quality has significant effect towards perceived consumer and seller relationship value while information quality does not. Perceived quality and price competitiveness has a direct effect towards perceived value while perceived price competitiveness have a direct effect towards perceived quality. Finally, perceived consumer and seller relationship value and perceived value has a direct effect towards repurchase intention of Bukalapak, Shopee and Tokopedia consumers.</i>