

# Pengaruh online customer experience terhadap customer satisfaction dan repurchase intention pada perilaku pembelian furniture = Effects of online customer experience on customer satisfaction and repurchase intentionOn furniture purchasing behavior

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## Abstrak

Perkembangan teknologi membuka kesempatan untuk berbagai industri termasuk retail produk untuk mencakup pasar yang lebih luas agar mendapatkan profit yang maksimal. Salah satu cara untuk berkompetisi adalah dengan meningkatkan customer experience para konsumen yang seiring dengan berkembangnya teknologi beralih menjadi online customer experience. Online customer experience memiliki beberapa indikator dan penelitian ini akan melihat faktor apakah yang penting untuk meningkatkan online customer experience agar dapat mempengaruhi kepuasan pelanggan yang membuat konsumen untuk merencanakan atau melakukan pembelian kembali. Perilaku konsumen dalam membeli furniture dapat dikategorikan sebagai high involvement sehingga penelitian akan menggunakan e-commerce furniture sebagai objek penelitian.

.....Technology developments are rapidly growing, the bigger opportunities for many industries including retail products to cover a wider market in order to get maximum profit. One of way to compete is by increasing customer experience, which evolves become an online customer experience as technology growth. Online customer experience has several indicators and this research will look at what factors are important to improve online customer experience so that it can affect customer satisfaction that makes consumers plan or make a repeat purchase. Consumer behavior in buying furniture can be categorized as high involvement so that research will use e-commerce furniture as the object of research. The results showed that the ease of use, security, and information quality factors had no effect on customer satisfaction while fulfillment reliability was the factor that most influenced consumer satisfaction.