

Analisis Pengaruh Perilaku Konsumen terhadap Repurchase Intention Barang Bekas Pakai Secara Online (Studi Kasus: Carousell)= The Influence of Consumer Behavior on Repurchase Intention of Used Goods Online (Case Study: Carousell)

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Abstrak

Penelitian ini bertujuan untuk mengetahui hubungan customer expectation, perceived enjoyment, perceived ease of use, dan customer satisfaction terhadap repurchase intention barang bekas pakai secara online dalam konteks Carousell. Sampel yang digunakan dalam penelitian ini adalah pengguna aktif aplikasi Carousell yang berdomisili di Indonesia, berusia 17 - 55 tahun dan pernah membeli barang bekas pakai melalui aplikasi Carousell dalam 3 bulan terakhir. Kuesioner menggunakan platform Google Form dan mendapatkan keseluruhan responden dari berbagai media sosial dan melalui aplikasi Carousell. Dalam penelitian ini, terdapat 230 jumlah responden secara keseluruhan. Data yang terkumpul diolah menggunakan metode Partial Least Square - Structural Equation Modeling (SEM) dan menggunakan software SmartPLS. Hasil penelitian ini menunjukkan bahwa Customer Expectation memiliki pengaruh positif terhadap Perceived Enjoyment, Perceived Ease of Use dan Customer Satisfaction. Selanjutnya, Customer Satisfaction memiliki pengaruh secara positif terhadap Repurchase Intention. Lalu ditemukan pula Perceived Enjoyment mempengaruhi Customer Satisfaction dan Repurchase Intention secara positif. Sedangkan perceived ease of use terbukti mempengaruhi perceived enjoyment dan repurchase intention secara positif tetapi memiliki hubungan negatif terhadap Customer Satisfaction. Tetapi, Perceived Enjoyment terbukti memediasi hubungan Perceived Ease of Use terhadap Customer Satisfaction.

.....This study aims to determine the relationship between customer expectation, perceived enjoyment, perceived ease of use, and customer satisfaction on repurchase intention of used goods online in the context of Carousell. The sample used in this study are active users of the Carousell application who are domiciled in Indonesia, aged 17 - 55 years and have purchased used goods through the Carousell application in the last 3 months. The questionnaire uses the Google Forms platform and gets overall respondents from various social media and through the Carousell application. In this study, there were 230 total respondents. The collected data was processed using the Partial Least Square - Structural Equation Modeling (SEM) method and using the SmartPLS software. The results of this study indicate that Customer Expectation has a positive influence on Perceived Enjoyment, Perceived Ease of Use and Customer Satisfaction. Furthermore, Customer Satisfaction has a positive influence on Repurchase Intention. Then it was also found that Perceived Enjoyment positively affected Customer Satisfaction and Repurchase Intention. Meanwhile, Perceived Ease of Use has been shown to positively affect perceived enjoyment and repurchase intention but has a negative relationship with Customer Satisfaction. However, Perceived Enjoyment is proven to mediate the relationship between Perceived Ease of Use and Customer Satisfaction