

Analisis pengaruh faktor-faktor e-commerce system success model terhadap intention to reuse pada aplikasi Zalora Indonesia = Analysis of the effects of e-commerce system success model factors toward intention to reuse on Zalora Indonesia application

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Abstrak

Penelitian ini bertujuan untuk meneliti apakah faktor-faktor e-commerce system success model, antara lain information quality, system quality, service quality, savings, entertainment, parasocial interaction, perceived value dan user satisfaction memiliki pengaruh terhadap intention to reuse. Penelitian ini menggunakan analisis deskriptif dengan menggunakan metode pengumpulan data dengan Google Form yang dilakukan pada 145 responden yang memenuhi kriteria yang telah ditentukan. Pengolahan data kemudian dilakukan menggunakan software Smart PLS 3.0. Hasil penelitian ini menunjukkan bahwa information quality, system quality dan service quality tidak memiliki pengaruh yang signifikan terhadap intention to reuse melalui perceived value dan user satisfaction. Savings memiliki pengaruh yang signifikan terhadap perceived value, namun tidak terhadap user satisfaction. Entertainment memiliki pengaruh yang signifikan terhadap perceived value dan user satisfaction. Parasocial interaction tidak memiliki pengaruh yang signifikan terhadap perceived value, namun berpengaruh terhadap user satisfaction. Perceived value memiliki pengaruh yang signifikan terhadap user satisfaction. Dan user satisfaction memiliki pengaruh yang signifikan terhadap intention to reuse.

.....This study aims to examine whether e-commerce system success model factors, which are information quality, system quality, service quality, savings, entertainment, parasocial interaction, perceived value and user satisfaction have a role in the influence of intention to reuse. This study uses descriptive analysis using data collection methods with Google Form which was conducted on 145 respondents who met the predetermined criteria. Data processing is then carried out using SmartPLS 3.0. The results of this study indicate information quality, system quality and service quality doesn't have significant effect on intention to reuse through perceived value and user satisfaction. Savings has significant influence on perceived value, but doesn't have significant influence on user satisfaction. Entertainment has significant influence on perceived value and user satisfaction. Parasocial interaction doesn't have significant influence on perceived value, but influence user satisfaction. Perceived value has significant influence on user satisfaction. And user satisfaction has significant influence on intention to reuse.