

# Intensi Melakukan Pembelian Online Kembali Terhadap Produk Makanan Segar di Masa Pandemi Covid-19 = Repurchase Intention of Fresh Food Online Shopping Amid Covid-19 Pandemic

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## Abstrak

Pandemi Covid-19 mendorong perubahan perilaku konsumen semakin cepat. Banyak konsumen melakukan belanja secara online dibandingkan belanja offline. Salahsatu kategori belanja online yang mengalami peningkatan selama pandemi Covid-19 adalah belanja bahan makanan. Salah satu bahan makanan yang menjadi pilihan konsumen adalah produk segar (buah, sayur, daging, frozen food). Penelitian ini mengintegrasikan peran pengalaman online pasca pembelian yang dimiliki konsumen (post-purchase online customer experience) dengan menganalisis persepsi yang dimiliki konsumen untuk mengintensifikasi pembelian kembali yang dimiliki konsumen. Penelitian ini bertujuan untuk mengetahui niat pembelian ulang yang dipengaruhi oleh post-purchase online customer experience, customer satisfaction dan trust yang dimiliki pelanggan terhadap e-commerce. Pengambilan data dilakukan dengan menyebarkan kuesioner secara online untuk menjangkau konsumen produk segar di Indonesia. SEM-PLS digunakan untuk menguji dan menganalisis model penelitian dengan sepuluh hipotesis dan 605 responden. Penelitian ini menunjukkan bahwa lima dimensi post-purchase online customer experience yaitu “delivery”, “product in hand”, “packaging”, “customer support”, dan “return and exchange” berpengaruh secara positif dan signifikan terhadap customer satisfaction sedangkan “benefits” tidak berpengaruh. Customer satisfaction berpengaruh secara positif dan signifikan terhadap trust, begitu juga trust terhadap repurchase intention. Trust juga memiliki peran memediasi secara parsial customer satisfaction dengan repurchase intention. Hasil penelitian ini menunjukkan bahwa e-commerce perlu memperhatikan aspek post-purchase online customer experience untuk dapat mempertahankan pelanggan yang dimiliki.

.....Covid-19 has shifted Indonesia consumer's shopping behavior, it shifted from offline shopping to online shopping. One of the online shopping categories that has increased during Covid-19 pandemi is grocery shopping. This study integrates the role of post purchase online customer experience by analyzing consumer perception to intensify their repurchase. This study aims to investigate how repurchase intention influenced by post purchase online customer experience, customer satisfaction and trust on e-commerce. An online survey was conducted in Indonesia to capture fresh food online shopper as participants. SEM PLS was utilized to test research model with ten hypothesis and analyzed data collected from 605 respondents. This study shows that five post-purchase OCE dimensions “delivery”, “product in hand”, “packaging”, “return and exchange”, and customer support significantly drive customers' satisfaction. “Benefits” is not influential. Customer satisfaction found as significant contributor to trust. Trust revealed has significant impact to repurchase intention. Additionally, customer satisfaction partially mediated by trust to repurchase intention. The result of this study suggest that seller in e-commerce need to consider delivery, product in hand, packaging, ease of return and exchange, and responsive customer support to retain their customer.