

Analisis Faktor yang Mempengaruhi Repurchase Intention Pengguna Online Paid Knowledge di Indonesia: Perspektif Stimulus-Organism-Response = Analysis of Factors Affecting Repurchase Intention of Online Paid Knowledge Users in Indonesia: A Stimulus-Organism-Response Perspective

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh Platform Interactivity, Platform Information Quality, Knowledge Rareness, Knowledge Personalization, Knowledge Contributor Professionalism, dan Knowledge Contributor Charisma terhadap Perceived Value dan Repurchase Intention dengan Peran Mediasi Satisfaction Pada Pengguna Online Paid Knowledge. Penelitian ini menguji 200 data yang diperoleh dari pengguna produk online paid knowledge di Indonesia. Penelitian ini merupakan penelitian deskriptif dengan pendekatan kuantitatif, dengan teknik sampling non-probability purposive sampling. Pengolahan data penelitian ini menggunakan metode Structural Equation Modelling Partial Least Square (SEM-PLS) dengan menggunakan aplikasi SMART PLS 3. Hasil penelitian ini menunjukkan adanya hubungan positif antara Platform Information Quality, Knowledge Rareness, Knowledge Personalization, Knowledge Contributor Professionalism, dan Knowledge Contributor Charisma terhadap Perceived Value. Namun, tidak ada pengaruh yang signifikan pada Platform Interactivity terhadap Perceived Value. Perceived Value juga ditemukan memiliki pengaruh hubungan positif terhadap Repurchase Intention dan Satisfaction. Sedangkan, Satisfaction juga memiliki pengaruh hubungan positif terhadap Repurchase Intention, serta Satisfaction terbukti memediasi Perceived Value dan Repurchase Intention.

.....This study aims to determine the effect of Platform Interactivity, Quality of Platform Information, Scarcity of Knowledge, Personalization of Knowledge, Professionalism of Knowledge Contributors, and Charisma of Knowledge Contributors on Perceived Value and Repurchase Intention with the Mediation Role of Satisfaction in Online Paid Knowledge Users. This study examines 200 data obtained from users of online paid knowledge products in Indonesia. This research is a descriptive research with a quantitative approach, using a non-probability purposive sampling technique. The processing of this research data uses the Structural Equation Modeling Partial Least Square (SEM-PLS) method using the SMART PLS 3 application. The results of this study indicate that there is a positive relationship between Platform Information Quality, Knowledge Rareness, Knowledge Personalization, Knowledge Contributor Professionalism, and Knowledge Contributor Charisma to Perceived Value. However, there is no significant effect on Platform Interactivity on Perceived Value. Perceived Value was also found to have a positive relationship with Repurchase Intention and Satisfaction. Meanwhile, Satisfaction also has a positive relationship with Repurchase Intention, and Satisfaction is proven to mediate Perceived Value and Repurchase Intention.