

# Analisis Pengaruh Kenyamanan Berbelanja Online terhadap Niat Membeli Kembali melalui Perceived Value (Studi pada Pengguna Online Marketplace Bukalapak di Jabodetabek) = Analysis the Effect of Online Shopping Convenience on Repurchase Intention through Perceived Value: A Study on Bukalapak Online Marketplace Users in Jabodetabek

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## Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh dari dimensi-dimensi kenyamanan berbelanja online terhadap niat membeli kembali melalui perceived value pada pengguna online marketplace Bukalapak. Penelitian menggunakan pendekatan kuantitatif melalui metode survei berdasarkan purposive sampling terhadap populasi. Responden dalam penelitian ini didapatkan melalui online questionnaire. Data yang didapatkan diolah menggunakan SPSS melalui path analysis. Hasil dari penelitian ini menunjukkan bahwa hubungan yang dimiliki dalam model penelitian signifikan. Pada penelitian ini ditemukan hasil bahwa search convenience dan transaction convenience pada kenyamanan berbelanja online berpengaruh terhadap perceived value secara positif dan signifikan. Kemudian, diketahui bahwa search convenience dan perceived value memiliki pengaruh niat membeli kembali secara positif dan signifikan. Selain itu penelitian ini menemukan hasil bahwa perceived value berhasil menjadi mediator untuk variabel search convenience, dan transaction convenience.

.....This study aims to analyze the effect of online shopping convenience dimensions on repurchase intentions through perceived value for users of the online marketplace Bukalapak. The study used a quantitative approach through a survey method based on purposive sampling of the population. Respondents in this study were obtained through an online questionnaire. The data obtained were processed using SPSS through path analysis. The results of this study indicate that the relationship in the research model is significant. In this study, it was found that search convenience and transaction convenience on the convenience of online shopping had a positive and significant effect on perceived value. Then, it is known that search convenience and perceived value have a positive and significant effect on repurchase intention. In addition, this study found that perceived value succeeded in being a mediator for search convenience and transaction convenience variables.