

## RINGKASAN

Penelitian ini merupakan penelitian survei pengguna layanan belanja *online* (*e-commerce*) dengan judul “Pengaruh Pengalaman Belanja *Online* terhadap Niat Pembelian Ulang *Online* melalui Kepuasan Pelanggan”.

Tujuan penelitian menganalisis pengaruh pengalaman belanja *online* yang meliputi kepercayaan belanja *online* (*e-trust*), kualitas *website* yang dirasakan (*perceived website quality*), nilai belanja *online* yang dirasakan (*perceived online shopping value*), dan kepuasan dalam berbelanja *online* (*e-satisfaction*) terhadap niat pembelian ulang *online* (*online repurchase intention*).

Populasi seluruh pengguna *e-commerce* dengan 152 responden ditentukan menggunakan *purposive sampling method*.

Berdasarkan hasil penelitian dan analisis data menggunakan *Partial Least Square-Structural Equation Modeling (PLS-SEM)* menunjukkan bahwa: (1) *e-trust* tidak berpengaruh terhadap *online repurchase intention*, (2) *perceived website quality* tidak berpengaruh terhadap *online repurchase intention*, (3) *perceived online shopping value* tidak berpengaruh terhadap *online repurchase intention*, (4) *e-trust* berpengaruh positif terhadap *e-satisfaction*, (5) *perceived website quality* berpengaruh positif terhadap *e-satisfaction*, (6) *perceived online shopping value* berpengaruh positif terhadap *e-satisfaction*, (7) *e-satisfaction* berpengaruh positif terhadap *online repurchase intention*, (8) *e-trust* berpengaruh positif terhadap *online repurchase intention* melalui *e-satisfaction*, (9) *perceived website quality* berpengaruh positif terhadap *online repurchase intention* melalui *e-satisfaction*, dan (10) *perceived online shopping value* berpengaruh positif terhadap *online repurchase intention* melalui *e-satisfaction*.

Rekomendasi dari simpulan di atas yaitu upaya meningkatkan niat pembelian ulang, pihak manajemen *e-commerce* perlu fokus pada kepuasan pelanggan yang dapat diperoleh melalui kepercayaan terhadap *e-commerce*, kualitas *website* yang dirasakan, dan nilai atau manfaat belanja *online* yang dirasakan. Kepercayaan pelanggan diperoleh dengan memperhatikan reputasi perusahaan seperti citra yang baik dan popularitas, rasa aman menggunakan layanan seperti komitmen dan kejujuran penjual, dan kesesuaian informasi dengan kondisi produk, rasa percaya terhadap fitur dan layanan yang disediakan seperti kemampuan fitur menemukan produk yang sesuai harapan, rekomendasi produk terkait, dan alternatif produk. Kualitas *website* yang dirasakan diperoleh dengan memperhatikan layanan pelanggan seperti pemberian informasi gangguan sistem, *traffic* terlalu tinggi, fitur tidak dapat diakses, gangguan metode pembayaran, dan tanggapan keluhan pelanggan, keandalan *website* seperti kemampuan fitur pencarian menemukan produk relevan dan fokus, keamanan dan privasi seperti fitur *protect and secure*, menjaga identitas dan profil termasuk data transaksi, dan pencegahan kebocoran data. Nilai belanja *online* yang dirasakan diperoleh dengan memperhatikan kualitas produk yang baik seperti kondisi produk yang berkualitas, bukan produk palsu atau ilegal dan kedaluwarsa, manfaat yang belum pernah didapatkan sebelumnya seperti promosi, diskon, *cashback*, poin, hadiah, dan program *rewards* lainnya.

*Kata Kunci* : *Belanja Online, Kepuasan, Niat Pembelian Ulang, e-Commerce*

## SUMMARY

*This is a survey research of online shopping services (e-commerce) users, "The Effect of Online Shopping Experience on Online Repurchase Intentions through Customer Satisfaction".*

*The aims of this study is to analyze the influence of online shopping experience, e-trust, perceived website quality, perceived online shopping value, and e-satisfaction on online repurchase intentions.*

*The population are all e-commerce users with 152 respondents was determined using a purposive sampling method.*

*Based on the results of research and data analysis using Partial Least Square-Structural Equation Modeling (PLS-SEM) shows that: (1) e-trust has no effect on online repurchase intention, (2) perceived website quality has no effect on online repurchase intention, (3) perceived online shopping value has no effect on online repurchase intention, (4) e-trust has a positive effect on e-satisfaction, (5) perceived website quality has a positive effect on e-satisfaction, (6) perceived online shopping value has a positive effect on e-satisfaction, (7) e-satisfaction has a positive effect on online repurchase intention, (8) e-trust has a positive effect on online repurchase intention through e-satisfaction, (9) perceived website quality has a positive effect on online repurchase intention through e-satisfaction, and (10) perceived online shopping value has a positive effect on online repurchase intention through e-satisfaction.*

*Recommendations from the conclusions above are efforts to increase repurchase intentions, management needs to focus on customer satisfaction which can be obtained through trust in e-commerce, perceived website quality, and perceived value or benefits of online shopping. Customer trust is obtained by paying attention to the company's reputation such as a good image and popularity, a sense of security using services such as the commitment and honesty of the seller, and the suitability of information with product conditions, trust in the features and services provided such as the ability to find products that meet expectations, related product recommendations, and alternatives product. Perceived website quality is obtained by paying attention to customer service such as providing information on system disturbances, too high traffic, inaccessible features, payment method disturbances, and customer complaint responses, website reliability such as the ability of search features to find relevant and focused products, security and privacy such as features protect and secure, maintain identity and profile including transaction data, and prevent data leakage. The perceived value of online shopping is obtained by paying attention to good product quality such as quality product conditions, not fake or illegal and expired products, benefits that have never been obtained before such as promotions, discounts, cashback, points, prizes, and other rewards programs.*

*Keywords : Online Shopping, e-Satisfaction, Online Repurchase Intention, e-Commerce*