

RINGKASAN

Penelitian ini berjudul “ **THE INFLUENCE OF PERCEIVED EASE OF USE, PERCEIVED USEFULNESS, SATISFACTION, PERCEIVED ENJOYMENT, TRUST, AND PRIVACY TOWARD ONLINE REPURCHASE INTENTION (Study on Consumer Er-en shop)**”. Tujuan penelitian ini adalah untuk mengetahui pengaruh variabel kemudahan yang dirasakan, manfaat yang dirasakan, kepuasan konsumen, kesenangan yang dirasakan, kepercayaan dan privasi terhadap pembelian ulang online. Jenis penelitian ini adalah deskriptif dengan menggunakan metode survei. Populasi dalam penelitian ini adalah jumlah total pelaku pembeli ulang Er-en shop sebanyak 317 orang dan sample yang digunakan dalam penelitian ini sebanyak 177 orang dengan pengumpulan data menggunakan kuisioner. Selanjutnya, teknik analisis data dalam penelitian ini menggunakan analisis regresi berganda.

Berdasarkan hasil analisis data, dapat diambil kesimpulan bahwa kemudahan yang dirasakan berpengaruh positif terhadap minat pembelian ulang online, manfaat yg dirasakan berpengaruh positif terhadap minat pembelian ulang online, kepuasan berpengaruh positif terhadap minat pembelian ulang online, kepercayaan berpengaruh positif terhadap minat pembelian ulang online, dan privasi berpengaruh positif terhadap minat pembelian ulang online. Mengacu pada kesimpulan tersebut, maka dapat diimplikasikan bahwa sebagai upaya untuk terus meningkatkan kemudahan, manfaat, kepuasan, kesenangan, kepercayaan, dan privasi konsumen, manajemen Er-en shop perlu meningkatkan sistem didalam websitenya dan memprioritaskan layanan bagi konsumen. Cara yang dapat dilakukan diantaranya adalah dengan mempercepat akses website agar semakin memudahkan konsumen disaat melakukan aktifitas belanjanya, memprioritaskan layanan konsumen didalam kecepatan pengiriman barang agar selalu tepat waktu, menambahkan fitur fitur yang menarik untuk membuat aktifitas belanja lebih menyenangkan, selalu menjaga dan mempertahankan reputasi perusahaan, serta memperkuat teknologi dan sistem yang terbaru bagi keamanan konsumen.

Kata kunci : *Kemudahan yang dirasakan, manfaat yang dirasakan, kepuasan, kesenangan yang dirasakan, kepercayaan, privasi ,minat pembelian ulang online, Regresi Berganda*

SUMMARY

This research was entitled “**THE INFLUENCE OF PERCEIVED EASE OF USE, PERCEIVED USEFULNESS, SATISFACTION, PERCEIVED ENJOYMENT, TRUST, AND PRIVACY TOWARD ONLINE REPURCHASE INTENTION (Study on Consumer Er-en shop)**”. The aims on this study was to analyze the influence of the perceived ease of, perceived usefulness. Satisfaction, perceived enjoyment, trust toward, and privacy toward online repurchase intention. This research is a descriptive research with using survey method. The population on this research is the total of 317 Er-en shop consumers who make online repurchase intention and the data sample is 177 consumers. The data obtained by questionnaire. Furthermore, the technique of data analysis on this study used multiple regression analysis.

Based on the result of data analysis, it could be concluded that perceived ease of use has positive influence toward online repurchase intention, perceived usefulness has positive influence toward online repurchase intention, satisfaction has positive influence, perceived enjoyment has positive influence toward online repurchase intention, trust has positive influence toward online repurchase intention, and privacy has positive influence toward online repurchase intention. Refers to that conclusion, it can be implied that an effort to continually improve the ease, benefits, satisfaction, enjoymen, trust, and consumer privacy, Er-en shop management need to improve the system on their website and always prioritize services for their consumers. The way to do that is by applying fastest access for the website, make more easy to consumers while doing shopping activities, prioritize customer service on delivery of goods to be always on time, adding attractive features on their website to make shopping activities more fun, always keep and maintain the company's reputation, and strengthen the latest technologies and systems for consumer safety.

Key word : *Perceived ease of use, perceived usefulness, satisfaction, perceived enjoyment, trust, privacy, online repurchase intention, multiple regression.*