

CHAPTER V CONCLUSION AND IMPLICATION

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A. Conclusion

Based on the result of analysis, it can be concluded as follows:

- 1 Perceived ease of use has positive influence toward online repurchase intention.
- 2 Perceived usefulness has positive influence toward online repurchase intention.
- 3 Satisfaction has positive influence toward online repurchase intention.
- 4 Perceived enjoyment has positive influence toward online repurchase intention.
- 5 Trust has positive influence toward online repurchase intention.
- 6 Privacy has positive influence toward online repurchase intention.

B. implications

As an effort to increase the online repurchase intention, optimally, management of Er-en Shop needs to make priority on all variables in this research (perceived ease of use, perceived usefulness, satisfaction, perceived enjoyment, trust and privacy) as such:

1. Er-en Shop should develop new system that enhance Er-en shop job performance, like Er-en shop should improve their website access more simple for the newbie consumer and Er-en shop must add operator or admin for stanby on customer service especially for fast replying message.
2. Er-en Shop system would be help consumer, like Er-en shop should choosing the best website domain and using fast hosting server, because it will make consumer can access the website more fast.

3. Er-en Shop should improve their performance to make the consumer satisfy about their customer service and product, like Er-en shop should choose the best delivery company to ensure the product arrived to the customer quickly and Er-en shop should do the online survey to knowing about satisfaction level on their consumer.
4. Er-en Shop should improve their website more attractive, it will make searching product activities from consumer become enjoy like adding teaser video about the incoming product and Er-en shop should always updating website themes time by time.
5. Er-en shop should giving ensurement about delivery check, create *rekening bersama* account to make consumer more trust about their security transaction and make customer more trust, and Er-en shop should posting the testimony from consumer already purchase to proven Er-en shop is honest online shop.
6. Er-en shop should provide the most updated system to guard privacy of each consumer from hacker and cracker to make consumer feel safe about their personal information on database of Er-en shop.

C. Suggestion For Further Research

1. Next research should add more respondent.
 2. The researcher should develop the question on questionnaire to make respondent easier to understand.
 3. The researcher should looking for sponsorship to support the research.
 4. Further research can expand the studies by using the other independent variables or adding the mediation or moderator variables.

5. Further research also need to explore more variable that influence online repurchase intention.
6. Further research need to add the number of respondents for example using total sampling method, so the results will be more accurate.





**KEMENTERIAN RISET, TEKNOLOGI, DAN
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Dengan Hormat,

Dalam rangka penyusunan tugas akhir untuk memperoleh gelar sarjana di Fakultas Ekonomi dan Bisnis Universitas Jenderal Soedirman, saya sedang melakukan penelitian mengenai **“Pengaruh Persepsi Kemudahan Penggunaan, Persepsi Kemanfaatan, Kepuasan, Persepsi Kesenangan, Kepercayaan, dan Privasi terhadap Pembelian Kembali Secara Online (Studi Pada Konsumen Er-en Shop)”**. Dengan ini saya mohon kesediaan Anda untuk mengisi kuesioner yang telah saya sediakan.

Demi keberhasilan penelitian ini, saya mengharapkan peran serta, kejujuran, dan objektivitas Anda dengan mengisi sebaik-baiknya tanpa melewati satu pun pertanyaan. Jawablah sesuai dengan pendapat Anda. Jawaban dan data yang Anda berikan akan dirahasiakan dan digunakan hanya untuk kepentingan penelitian ini saja. Partisipasi Anda sangat membantu kelancaran penelitian saya.

Atas kesediaan Anda dalam meluangkan waktu untuk berpartisipasi, saya ucapkan terima kasih.

Hormat Saya,

\

Fuad Nur Arifin
C1K012041

KUISIONER PENELITIAN

Mohon berikan data diri Anda berupa nama, dan mengisi masing-masing pertanyaan dengan cara memberikan tanda centang (✓) pada salah satu pilihan yang disediakan.

Profil Responden

1. Nama :
2. Jenis Kelamin : Pria Pria Wanita
3. Usia (tahun) : < 18 18-25 26-35
 36-45 > 45
4. Pekerjaan : Pelajar/Mahasiswa/i Pegawai
Negri Pegawai Swasta
 Pekerjaan lainnya, sebutkan.....
5. Seberapa sering anda melakukan pembelian di Er-en shop :
 1x dalam setahun 2x dalam setahun 4x dalam
 setahun setiap minggu
6. Jumlah uang yang anda keluarkan untuk melakukan pembelian di Er-en
shop dalam setiap transaksi/melakukan pembelian :
 < Rp 500.000 500.000-1.000.00 Rp 1.000.000-
 Rp 1.500.000-2.000.000 >Rp 2.000.000 1.500.000

PETUNJUK PENGISIAN

1. Pilihlah jawaban dari pertanyaan-pertanyaan dibawah ini yang sesuai dengan pendapat anda yang sebenarnya .
2. Saudara dapat memberikan tanda centang (✓) pada salah satu kolom jawaban (STS, TS, ATS N, AS, S dan SS)

Keterangan: STS = Sangat Tidak Setuju

TS = Tidak Setuju
 ATS = Agak Tidak Setuju
 N = Netral
 AS = Agak Setuju
 S = Setuju
 SS = Sangat Setuju

A. perceived ease of use (X1)

No	Pernyataan	STS	TS	ATS	N	AS	S	SS
1	Situs belanja online Er-en shop mudah digunakan oleh saya.							
2	Situs belanja Er-en shop memudahkan saya dalam berinteraksi dengan penjual							
3	Situs belanja Er-en shop memudahkan saya untuk menemukan produk yang saya inginkan							

Apakah Er-en Shop memudahkan anda dalam melakukan pembelian dan bertransaksi? (jelaskan)

Jawab:

B. Perceived usefulness (X2)

No	Pernyataan	STS	TS	ATS	N	AS	S	SS
1	Menggunakan Er-en shop membuat aktifitas belanja saya selesai lebih cepat							
2	Berbelanja di Er-en shop membantu saya dalam membuat keputusan-keputusan pembelian yang lebih baik							
3	Menggunakan Er-en shop memudahkan saya dalam membeli produk							
4	Menggunakan Er-en shop dapat menghemat uang yang saya miliki							
5	Saya merasa berbelanja di Er-en shop merupakan hal yang berguna							

Apa manfaat yang anda rasakan setelah melakukan pembelian di Er-en Shop? (jelaskan)

Jawab:

C. Satisfaction (X3)

No	Pernyataan	STS	TS	ATS	N	AS	S	SS
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1	Saya merasa puas berbelanja di Er-en shop							
2	Saya puas terhadap pelayanan yang di berikan oleh Er-en shop							
3	Saya merasa senang saat berbelanja di Er-en shop							

Apakah anda merasa puas setelah berbelanja di Er-en Shop? (jelaskan)

Jawab:

D. Perceived enjoyment (X4)

No	Pernyataan	STS	TS	ATS	N	AS	S	SS
1	Saya merasa berbelanja di Er-en shop merupakan kegiatan yang menarik							
2	Saya merasa berbelanja di Er-en shop mengasyikan							
3	Saya merasa berbelanja di Er-en shop menghibur							
4	Saya merasa berbelanja di Er-en shop meyenangkan							

Apakah anda merasa senang setelah berbelanja di Er-en Shop? (jelaskan)

Jawab:

E. Trust (X5)

No	Pernyataan	STS	TS	ATS	N	AS	S	SS
1	Saya merasa aman dengan transaksi yang saya lakukan dengan Er-en shop							
2	Saya percaya Er-en shop dapat melindungi informasi pribadi saya							
3	Toko Er-en Shop adalah toko online yang jujur							
4	Saya percaya penjual di Er-en shop dapat menyediakan pelayanan yang baik							
5	Menurut saya Er-en shop merupakan toko online yang terpercaya							

\ Apa alasan yang membuat anda mempercayai produk Er-en Shop? (jelaskan)

Jawab:

F. Privacy

No	Pernyataan	STS	TS	ATS	N	AS	S	SS
1	Saya merasa bahwa penjual Er-en Shop tidak akan membocorkan							

	informasi pribadi saya							
2	Saya merasa informasi pribadi saya dijaga dengan sangat baik oleh Er-en Shop							

Apakah Er-en Shop melindungi informasi pribadi anda? (jelaskan)

Jawab:

E. Online repurchase intention

No	Pernyataan	STS	TS	ATS	N	AS	S	SS
1	Saya berencana untuk membeli produk yang sama di Er-en Shop di waktu yang akan datang							
2	Saya berencana untuk membeli produk yang lain di Er-en shop di waktu yang akan datang							
3	Saya mempunyai rencana untuk membeli lebih banyak produk yang sama atau berbeda di Er-en shop di waktu yang akan datang							

Apa alasan anda tertarik untuk membeli kembali produk Er-en Shop di waktu yang akan datang? (jelaskan)

Jawab:

~ Terima Kasih Atas Bantuan Bpk./Ibu/Sdr./i Sekalian ~

No	X1_1	X1_2	X1_3	X2_1	X2_2	X2_3	X2_4	X2_5	X3_1	X3_2	X3_3	X4_1	X4_2	X4_3	X4_4	X5_1	X5_2	X5_3	X5_4	X5_5
1	6	7	7	6	7	6	6	6	6	7	7	4	6	5	6	5	4	5	5	5
2	6	5	5	4	5	6	6	3	5	5	5	4	5	5	5	4	4	5	6	6
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7	5	4	5	4	3	5	4	6	5	6	6	4	4	4	5	6	6	6	5	5
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8																			
10																			
9	6	6	6	4	4	6	3	6	6	7	7	7	6	7	7	6	4	4	6
11																			
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111	6	6	7	6	7	3	5	4	5	6	7	7	5	6	7	7	6	6	6
11																			
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11																			
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11																			
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11																			
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11																			
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11																			
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11																			
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11																			
9	5	5	5	5	5	5	5	5	6	5	7	7	5	5	5	5	5	5	5
12																			
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12																			
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12																			
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12																			
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12																			
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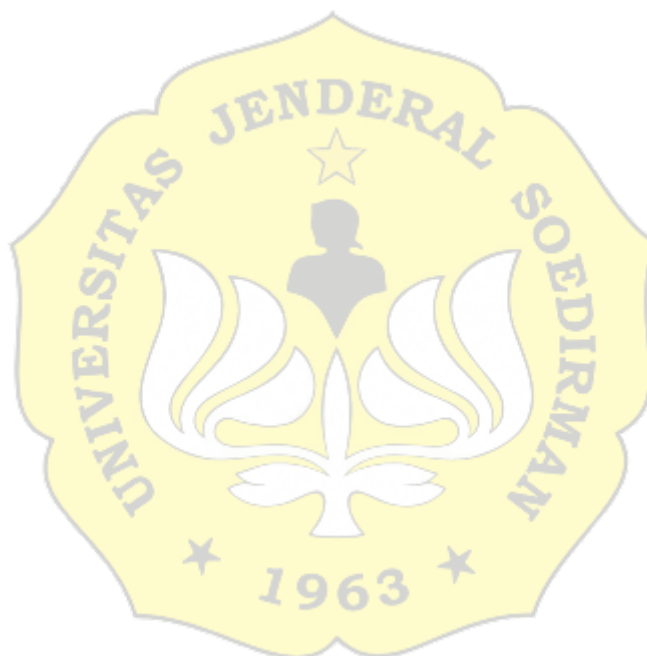
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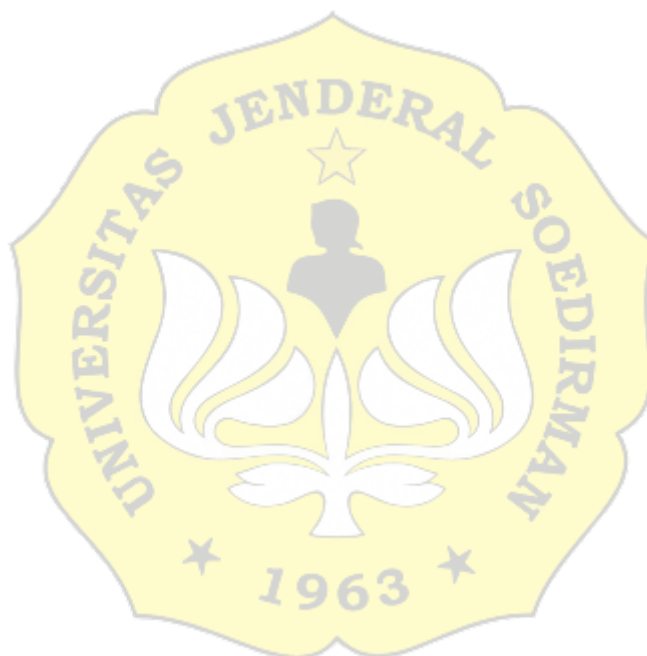
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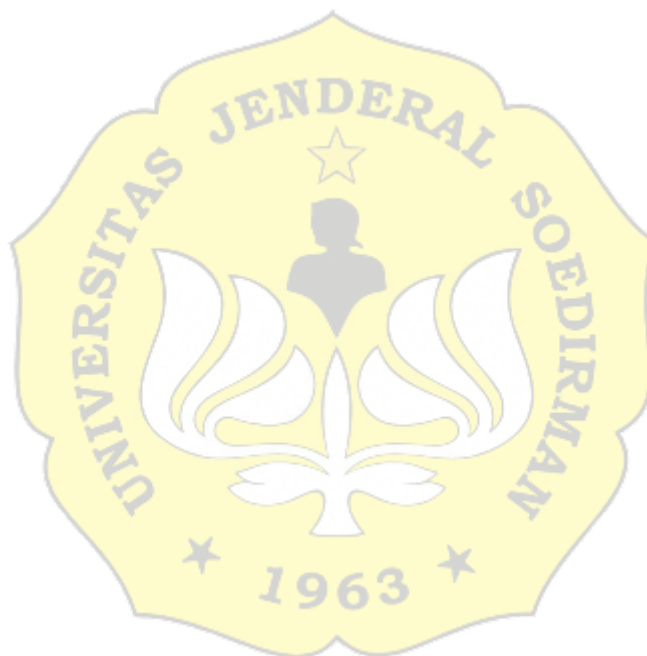
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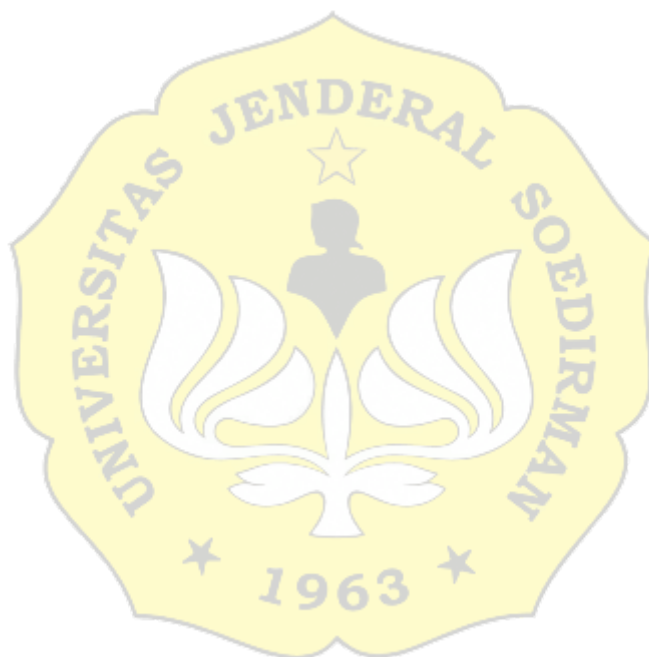
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3. Validity Test

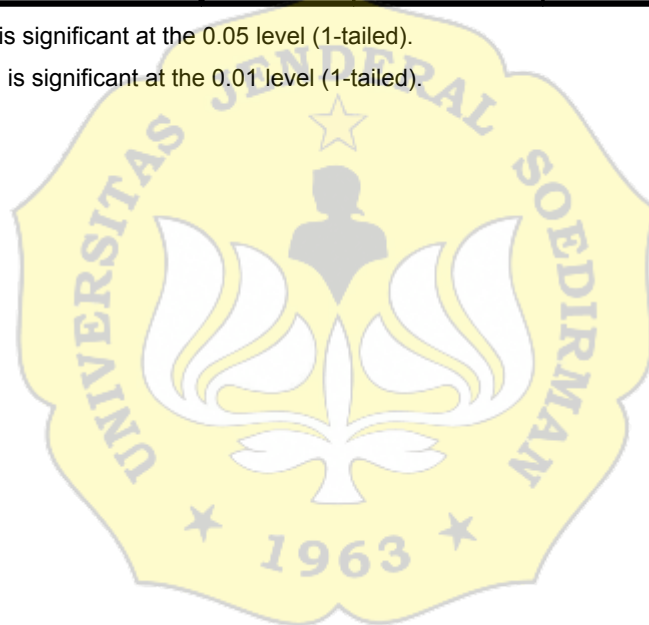
X1

Correlations

		X1_1	X1_2	X1_3	X1
X1_1	Pearson Correlation	1	,149	,341*	,574**
	Sig. (1-tailed)		,217	,033	,000
	N	30	30	30	30
X1_2	Pearson Correlation	,149	1	,275	,720**
	Sig. (1-tailed)	,217		,071	,000
	N	30	30	30	30
X1_3	Pearson Correlation	,341*	,275	1	,805**
	Sig. (1-tailed)	,033	,071		,000
	N	30	30	30	30
X1	Pearson Correlation	,574**	,720**	,805**	1
	Sig. (1-tailed)	,000	,000	,000	
	N	30	30	30	30

*. Correlation is significant at the 0.05 level (1-tailed).

**. Correlation is significant at the 0.01 level (1-tailed).



X2

Correlations

		X2_1	X2_2	X2_3	X2_4	X2_5	X2
X2_1	Pearson Correlation	1	,532**	,409*	,111	,344*	,587**
	Sig. (1-tailed)		,001	,012	,279	,031	,000
	N	30	30	30	30	30	30
X2_2	Pearson Correlation	,532**	1	,337*	,472**	,033	,684**

	Sig. (1-tailed)	,001		,034	,004	,431	,000
	N	30	30	30	30	30	30
	Pearson Correlation	,409*	,337*	1	,594**	,473**	,792**
X2_3	Sig. (1-tailed)	,012	,034		,000	,004	,000
	N	30	30	30	30	30	30
	Pearson Correlation	,111	,472**	,594**	1	,427**	,821**
X2_4	Sig. (1-tailed)	,279	,004	,000		,009	,000
	N	30	30	30	30	30	30
	Pearson Correlation	,344*	,033	,473**	,427**	1	,611**
X2_5	Sig. (1-tailed)	,031	,431	,004	,009		,000
	N	30	30	30	30	30	30
	Pearson Correlation	,587**	,684**	,792**	,821**	,611**	1
X2	Sig. (1-tailed)	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).



Correlations

		X3_1	X3_2	X3_3	X3
	Pearson Correlation	1	,501**	,097	,699**
X3_1	Sig. (1-tailed)		,002	,304	,000
	N	30	30	30	30
	Pearson Correlation	,501**	1	,302	,854**
X3_2	Sig. (1-tailed)	,002		,052	,000
	N	30	30	30	30
	Pearson Correlation	,097	,302	1	,632**
X3_3	Sig. (1-tailed)	,304	,052		,000
	N	30	30	30	30
	Pearson Correlation	,699**	,854**	,632**	1
X3	Sig. (1-tailed)	,000	,000	,000	
	N	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

X4

Correlations

		X4_1	X4_2	X4_3	X4_4	X4
X4_1	Pearson Correlation	1	,596**	,627**	,404*	,835**
	Sig. (1-tailed)		,000	,000	,013	,000
	N	30	30	30	30	30
X4_2	Pearson Correlation	,596**	1	,561**	,616**	,852**
	Sig. (1-tailed)	,000		,001	,000	,000
	N	30	30	30	30	30
X4_3	Pearson Correlation	,627**	,561**	1	,385*	,805**
	Sig. (1-tailed)	,000	,001		,018	,000
	N	30	30	30	30	30
X4_4	Pearson Correlation	,404*	,616**	,385*	1	,728**
	Sig. (1-tailed)	,013	,000	,018		,000
	N	30	30	30	30	30
X4	Pearson Correlation	,835**	,852**	,805**	,728**	1
	Sig. (1-tailed)	,000	,000	,000	,000	
	N	30	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

X5

Correlations

		X5_1	X5_2	X5_3	X5_4	X5_5	X5
X5_1	Pearson Correlation	1	,692**	,739**	,538**	,660**	,839**
	Sig. (1-tailed)		,000	,000	,001	,000	,000
	N	30	30	30	30	30	30
X5_2	Pearson Correlation	,692**	1	,795**	,683**	,737**	,895**
	Sig. (1-tailed)	,000		,000	,000	,000	,000
	N	30	30	30	30	30	30
X5_3	Pearson Correlation	,739**	,795**	1	,685**	,860**	,929**
	Sig. (1-tailed)	,000	,000		,000	,000	,000
	N	30	30	30	30	30	30
X5_4	Pearson Correlation	,538**	,683**	,685**	1	,690**	,817**
	Sig. (1-tailed)	,001	,000	,000		,000	,000
	N	30	30	30	30	30	30
X5_5	Pearson Correlation	,660**	,737**	,860**	,690**	1	,895**
	Sig. (1-tailed)	,000	,000	,000	,000		,000
	N	30	30	30	30	30	30
X5	Pearson Correlation	,839**	,895**	,929**	,817**	,895**	1
	Sig. (1-tailed)	,000	,000	,000	,000	,000	
	N	30	30	30	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

X6

Correlations

		X6_1	X6_2	X6
X6_1	Pearson Correlation	1	,957**	,989**
	Sig. (1-tailed)		,000	,000
	N	30	30	30
X6_2	Pearson Correlation	,957**	1	,990**
	Sig. (1-tailed)	,000		,000
	N	30	30	30
X6	Pearson Correlation	,989**	,990**	1
	Sig. (1-tailed)	,000	,000	
	N	30	30	30

** . Correlation is significant at the 0.01 level (1-tailed).

4. Reliability Test

X1

Reliability Statistics

Cronbach's Alpha	N of Items
,439	3

X2

Reliability Statistics

Cronbach's Alpha	N of Items
,793	5

X3

Reliability Statistics

Cronbach's Alpha	N of Items
,434	3

X4

Reliability Statistics

Cronbach's Alpha	N of Items
,748	4

X5

Reliability Statistics

Cronbach's Alpha	N of Items
,788	5

X6

Reliability Statistics

Cronbach's Alpha	N of Items
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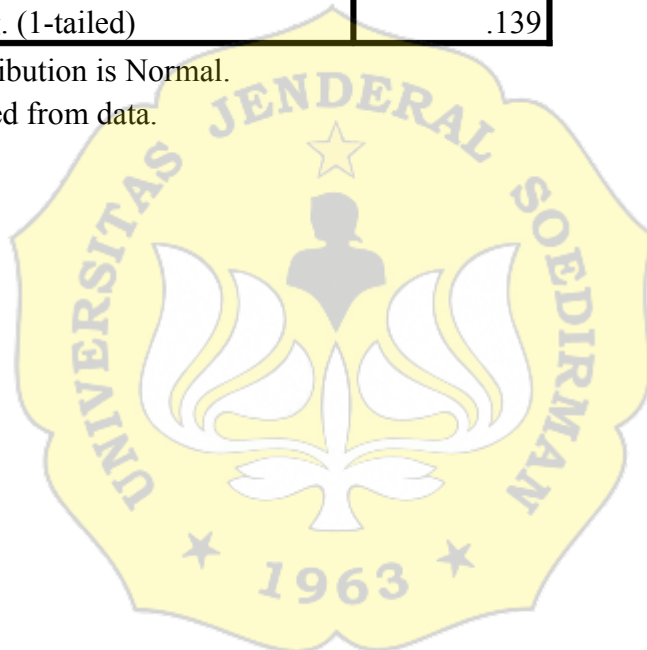
5. Results of Normality Test

One-Sample Kolmogorov-Smirnov Test

		Standardized Residual
N		176
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	.98270763
	Absolute	.087
Most Extreme Differences	Positive	.046
	Negative	-.087
Kolmogorov-Smirnov Z		1.155
Asymp. Sig. (1-tailed)		.139

a. Test distribution is Normal.

b. Calculated from data.



6. Results of Multicollinearity Test

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	.705	1.419
	X2	.711	2.434
	X3	.691	1.448
	X4	.786	2.056

X5	.728	1.373
X6	.695	1.438

a. Dependent Variable: Y

7. Results of Heteroscedasticity Test

Coefficients ^a						
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.		
	B	Std. Error	Beta			
1	(Constant)	-.780	1.627	-.480	.632	
	X1	.176	.072	.210	.835	
	X2	-.064	.037	-.197	.848	
	X3	.277	.089	.269	.786	
	X4	-.083	.045	-.191	.855	
	X5	-.032	.034	-.078	.937	
	X6	-.123	.078	-.136	.891	

a. Dependent Variable: RES2

8. Results of Autocorrelation Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.848 ^a	.719	.7091	2.16482	2.098

a. Predictors: (Constant), X6, X1, X3, X5, X4, X2

b. Dependent Variable: Y

9. Result of Coefficient of Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.848 ^a	.719	.7091	2.16482	2.098

a. Predictors: (Constant), X6, X1, X3, X5, X4, X2

b. Dependent Variable: Y

10. Partial Hypothesis Test (t-test)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.845	2.994		2.080	.539
	X1	-.011	.137	.006	4.517	.036
	X2	.258	.057	.384	2.085	.043
	X3	-.014	.159	.006	2.593	.012
	X4	-.039	.066	.044	2.455	.005
	X5	.155	.063	.188	1.973	.022
	X6	.297	.150	.152	2.080	.044

a. Dependent Variable: Y

Source: Data Processed, SPSS 20