

ABSTRAK

IBNU KRISNA RAHARJO. Pengaruh Kepuasan Berbelanja *Online* terhadap Kepercayaan Pelanggan dan Dampaknya pada Niat Beli Ulang di *Mobile Platform* Shopee Indonesia.

Tujuan penelitian ini adalah untuk: (1) Mengetahui pengaruh positif kepuasan pelanggan terhadap kepercayaan pelanggan di *mobile platform* Shopee Indonesia. (2) Mengetahui pengaruh positif kepercayaan pelanggan terhadap niat beli ulang pelanggan di *mobile platform* Shopee Indonesia. (3) Mengetahui pengaruh positif kepuasan pelanggan terhadap niat beli ulang pelanggan di *mobile platform* Shopee Indonesia. Pengumpulan data menggunakan menggunakan metode survei. Jenis penelitian yang dilakukan adalah penelitian kuantitatif dengan menggunakan metode deskriptif. Populasi diambil dari pengguna *online shop* Shopee di Jakarta yang sudah pernah membeli produk dengan minimal dua kali pembelian produk di *marketplace* Shopee dalam enam bulan terakhir. Jumlah sampel dalam penelitian ini yaitu sebanyak 200 orang responden menggunakan metode *purposive sampling*. Dalam mengolah data yang terkumpul, peneliti menggunakan *software* LISREL versi 8.8. Pengujian hipotesis menunjukkan: (1) Kepuasan pelanggan berpengaruh positif terhadap kepercayaan pelanggan, (2) Kepercayaan pelanggan berpengaruh positif terhadap niat beli ulang, (3) kepuasan pelanggan berpengaruh positif terhadap niat beli ulang. Hasil *full model* SEM dengan nilai RMSEA 0.016, nilai RMR 0.049, nilai CMIN/DF 1.049, nilai NFI 0.973, nilai NNFI 0.997 dan nilai CFI 0.998. Hasil penelitian ini dapat bermanfaat bagi toko *online* dengan *mobile platform*, khususnya Shopee Indonesia untuk meningkatkan niat beli ulang pelanggannya.

Kata kunci: Kepuasan Pelanggan, Kepercayaan, Niat Beli Ulang, *Mobile Platform* Shopee Indonesia.

ABSTRACT

IBNU KRISNA RAHARJO. *The Influence of Online Shopping Satisfaction on Customer Trust and Its Impact on Repurchase Intention at Shopee Indonesia Mobile Platform.*

The purpose of this study is to: (1) Know the positive effect of customer satisfaction on customer trust in the Shopee Indonesia mobile platform. (2) Knowing the positive effect of customer trust on repurchase intention in the Shopee Indonesia mobile platform. (3) Knowing the positive effect of customer satisfaction on repurchase intention in the Shopee Indonesia mobile platform. Data collection uses using the survey method. The type of research conducted is quantitative research using descriptive methods. The population is taken from Shopee online shop users in Jakarta who have purchased products with a minimum of two product purchases in the Shopee marketplace in the last six months. The number of samples in this study were 200 respondents using purposive sampling method. In processing the collected data, researchers used LISREL version 8.8 software. Hypothesis testing shows: (1) Customer satisfaction has a positive effect on repurchase intention, (2) Customer trust has a positive effect on repurchase intention, (3) Customer satisfaction has a positive effect on repurchase intention. The results of the full model SEM with the value of RMSEA is 0.016, the value of RMR 0.049, the value of CMIN/DF 1.049, the value of NFI 0.973, the value of NNFI 0.997 and the value of CFI 0.998. The results of this study can be useful for online stores with mobile platforms, especially Shopee Indonesia to increase the repurchase intention of their customers.

Keywords: Customer Satisfaction, Customer Trust, Repurchase Intention, Shopee Indonesia Mobile Platform.