THE ANALYSIS OF REPURCHASE INTENTION IN ONLINE TRANSACTION OF A MARKETPLACE SHOPEE (A CASE STUDY: CUSTOMERS OF FASHION PRODUCTS IN INDONESIA)

ABSTRACT

This study aims to examine the insight of e-service quality, engagement, and e-trust to repurchase intention in online transaction of a marketplace Shopee. The emergence of shopping online promotes the development of a marketplace in Indonesia. Shopee is one of the biggest marketplaces which always develops its features to increase its customer satisfaction, keeping in mind that many competitors are offering similar services. In this case, this study aims to examine the impact of three variables; e-service quality, engagement, and e-trust to the repurchase intention of the customers. The category of this research is a quantitative by using survey method with criteria consumers who have ever purchased online in the Shopee, which lived in the several cities in Indonesia, such as Medan, Jakarta, Bandung, Bandung, etc. There are 271 respondents examined in this research. The data were analysed using Structural Equation Modelling (SEM) with supporting software AMOS 26. The sampling method uses a non-probability method by applying a purposive sampling technique to identify customers with certain criteria.

The result obtained that the quality of e-service influence the engagement, the quality of e-service also influence the e-trust, engagement influence the e-trust, engagement influence the repurchase intention, and e-trust influence the repurchase intention. However, all the variable; e-service, engagement, and e-trust influence the repurchase intention of customer in online transaction of marketplace.

Keywords: Repurchase Intention; Online Transaction; Customer; Marketplace

ANALISIS REPURCHASE INTENTION PADA TRANSAKSI DARING DI PLATFORM JUAL BELI SHOPEE (STUDI KASUS: PELANGGAN PRODUK FASHION DI INDONESIA)

ABSTRAK

Penelitian ini bertujuan untuk mengkaji pengaruh *e-service quality*, *engagement*, dan *e-trust* terhadap *repurchase intention* dalam transaksi daring di platform jual beli Shopee. Munculnya fenomena belanja daring mendorong berkembangnya platform jual beli di Indonesia. Shopee merupakan salah satu platform jual beli terbesar yang selalu mengembangkan fitur-fiturnya untuk meningkatkan kepuasan pelanggannya, mengingat banyak kompetitor yang menawarkan layanan serupa. Dalam hal ini, penelitian ini bertujuan untuk mengkaji pengaruh dari tiga variabel; e-*service quality, engagement*, dan *e-trust* terhadap *repurchase intention*. Kategori penelitian ini adalah penelitian kuantitatif dengan menggunakan metode survei dengan kriteria konsumen yang pernah membeli secara online di Shopee dan tinggal di beberapa kota di Indonesia seperti Medan, Jakarta, Bandung, Bandung, dll. Terdapat 271 responden yang diteliti pada penelitian ini. Data dianalisis menggunakan *Structural Equation Modeling* (SEM) dengan software pendukung AMOS 26. Metode pengambilan sampel menggunakan metode non-probability dengan menerapkan teknik purposive sampling untuk mengidentifikasi pelanggan dengan kriteria tertentu.

Hasil penelitian ini adalah kualitas *e-service* berpengaruh terhadap *engagement*, kualitas *e-service* juga berpengaruh terhadap *e-trust*, *engagement* berpengaruh terhadap *e-trust*, *engagemen*t berpengaruh terhadap *repurchase intention*, dan *e-trust* berpengaruh terhadap *repurchase intention*. Oleh karena itu, semua variabel; *e-service*, *engagement*, dan *e-trust* mempengaruhi niat pembelian kembali pelanggan (*repurchase intention*) dalam transaksi daring di platform jual beli.

Kata Kunci: *Repurchase Intention;* Transaksi Daring*;* Pelanggan*;* Platform Jual Beli