

## ABSTRAK

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### **PENGARUH *PERCEIVED PRICE*, *DELIVERY QUALITY*, *ONLINE SHOPPING EXPERIENCE*, *ONLINE SHOPPING HABIT*, *CUSTOMER SATISFACTION* DAN DAMPAKNYA TERHADAP *ONLINE REPURCHASE INTENTION* (STUDI KASUS PADA SOCIOLLA)**

(79 halaman; 6 gambar; 30 tabel; 4 lampiran)

Penelitian ini dilakukan untuk mengetahui pengaruh *perceived price*, *delivery quality*, *online shopping experience*, *online shopping habit*, *customer satisfaction* dan dampaknya terhadap *online repurchase intention*. Penelitian ini melibatkan 168 responden yang merupakan konsumen Sociolla di seluruh Indonesia. Pengumpulan data untuk penelitian ini dilakukan dengan menyebarkan kuesioner yang berisi 19 pertanyaan dengan Skala Likert 1 – 7 berdasarkan metode *convenience sampling*. Data dianalisis dengan metode *Structural Equation Modelling* (SEM) berbasis SmartPLS 3.3.2. Hasil penelitian ini menyatakan bahwa *perceived price*, *delivery quality*, *online shopping experience*, *online shopping habit* dan *customer satisfaction* berpengaruh secara signifikan terhadap *online repurchase intention*.

**Kata Kunci** : *Perceived Price, Delivery Quality, Online Shopping Experience, Online Shopping Habit, Customer Satisfaction, Online Repurchase Intention*

## ABSTRACT

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### **IMPACT OF PERCEIVED PRICE, DELIVERY QUALITY, ONLINE SHOPPING EXPERIENCE, ONLINE SHOPPING HABIT, CUSTOMER SATISFACTION AND THE EFFECT ON ONLINE REPURCHASE INTENTION (CASE STUDY OF SOCIOLLA)**

(79 pages; 6 picture; 30 tables; 4 attachments)

The purpose of this study is to know if perceived price, delivery quality, online shopping experience, online shopping habit, customer satisfaction and the impact on online repurchase intention. . This study is using 168 respondents of Sociolla's customers in Indonesia. Data are collected using 19 items questionnaires that measured with 1-7 Likert Scale and distributed with convenience sampling method. Structural Equation Modelling (SEM) method on SmartPLS 3.3.2 system is used to analyze the data. The study result suggest that perceived price, delivery quality, online shopping experience, online shopping habit and customer satisfaction have significantly effect to online repurchase intention.

**Keywords** : *Perceived Price, Delivery Quality, Online Shopping Experience, Online Shopping Habbit, Customer Satisfaction, Online Repurchase Intention*

