

ABSTRACT

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THE ROLE OF CUSTOMER HOPE AND BRAND INNOVATIVENESS TOWARD ONLINE BRAND REPURCHASE INTENTIONS IN INDONESIA

(xiv + 172 pages; 15 figures; 45 tables; 6 appendices)

This study focusing on the role of customer hope as well as the innovative brand in the online purchasing environment to develop the online repurchase intention specifically in Indonesia. This academic research is conducted based on the brand innovativeness that offer unique value and characteristics to the customers and the sample object of this study are expected to have previous experience in the online purchases for the past three months. This academic research choose JABODETABEK (Jakarta, Bogor, Depok, Tangerang, and Bekasi) area as the main object location setting to facilitate the research in data collection. This study using electronic questionnaire as data collection method through Google Forms platform and resulting to a quantitative data, which become the main research approach in gathering data. The data were analyzed and processed using Smart-PLS program (version 3.3.2.). From the data processed, resulting to the outer model includes validity and reliability test. Meanwhile inner model providing measurement of goodness of fit, CMB (Common Method Bias), Common Method Variance (CMV), R-Square, Predictive Relevance, T-statistics, and P-value. The research using a Structural Equation Modeling (SEM) to help the study in measuring the constructed relationship of the variables in the developed theoretical framework. The results shows all of the constructs variables have positive affect to the related variables, except the moderating effect on the product knowledge between brand innovativeness and customer hope resulting negative relationship.

Keywords: Brand Innovativeness; Customer Hope; Brand Satisfaction; Repurchase intention; Product Knowledge; Indonesia

References: 101 (2001-2021)

ABSTRACT

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**PERAN CUSTOMER HOPE DAN BRAND INNOVATIVENESS
TERHADAP BRAND REPURCHASE INTENTIONS ONLINE DI
INDONESIA**

(xiv + 172 halaman; 15 gambar; 45 tabel; 6 lampiran)

Penelitian ini berfokus pada peran *customer hope* serta *brand innovativeness* dalam pembelian online untuk mengembangkan *brand repurchase intentions* khususnya di Indonesia. Penelitian ini dilakukan berdasarkan *brand innovativeness* yang menawarkan nilai dan karakteristik unik kepada pelanggan dan sampel penelitian ini diharapkan memiliki pengalaman dalam pembelian online selama tiga bulan terakhir. Penelitian ini menggunakan wilayah JABODETABEK (Jakarta, Bogor, Depok, Tangerang, dan Bekasi) sebagai lokasi objek penelitian untuk memudahkan penelitian dalam pengumpulan data. Penelitian ini menggunakan kuesioner elektronik sebagai metode pengumpulan data melalui *Google Forms* dan menghasilkan data kuantitatif, yang menjadi pendekatan penelitian dalam pengumpulan data. Data dianalisis dan diolah menggunakan program *Smart-PLS 3.3.2*. Dari data yang diolah, dihasilkan *outer model* yang meliputi uji validitas, reliabilitas. Sedangkan *inner model* memberikan pengukuran *Goodness of Fit*, *Common Method Bias*, *Common Method Variance*, *R-Square*, *Predictive Relevance*, *T-Statistics*, dan *P-Value*. Penelitian ini menggunakan *Structural Equation Modeling (SEM)* untuk membantu penelitian dalam mengukur hubungan yang dibangun dari variabel-variabel dalam kerangka teori yang dikembangkan. Hasil penelitian menunjukkan semua hipotesis didukung, dan pengaruh moderasi pada *product knowledge* antara *brand innovativeness* dan *customer hope* menghasilkan hubungan negatif.

Kata Kunci: Brand Innovativeness; Customer Hope; Brand Satisfaction; Repurchase intention; Product Knowledge; Indonesia

Referensi: 101 (2001-2021)