ABSTRAK

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ANTESEDEN DARI *E-LOYALTY* DAN DAMPAKNYA TERHADAP *ONLINE REPURCHASE INTENTION* (STUDI PADA KONSUMEN APLIKASI *GROCERY* SAYURBOX)

Perkembangan teknologi yang semakin pesat menjadikan semua menjadi lebih mudah. Masyarakat dapat melakukan kegiatan apapun, dimanapun dan kapanpun secara online. Salah satunya yaitu berbelanja pangan secara online yang sering disebut *e-grocery* yang dapat dilakukan secara online seperti *ecommerce* baik melalui website maupun applikasi. Banyaknya pengguna internet dan adanya perubahan gaya hidup masyarakat yang baru pada masa pandemi Covid-19 ini berdampak pada pertumbuhan *ecommerce*. Sejauh ini penelitian terkait faktor-faktor yang dapat berpengaruh pada loyalitas pelanggan pada aplikasi e-grocery khususnya pada aplikasi sayurbox masih jarang ditemukan. Untuk mengisi kekosongan tersebut disusun rerangka penelitian yang dimodifikasi dari penelitian terdahulu. Tujuan penelitian ini untuk menguji pengaruh dari *application design, customers services, fulfillment, responsiveness, compensation, contact, e-service quality, ewom, e-recovery*, pada *e*-loyalty serta dampaknya pada *online repurchase intention.*

PLS-SEM digunakan untuk menganalisis data empiris yang diperoleh dengan purposive sampling Didapatkan 164 responden yang memenuhi syarat melalui kuesioner yang didistribusikan secara online. Hasil penelitian menunjukkan bahwa dari kesembilan anteseden, serta variabel mediasi *e-loyalty*, delapan variable mempunyai pengaruh positif yang signifikan pada *online repurchase intention* dan untuk variable *contact* tidak signifikan. Pengaruh paling kuat didapatkan dari *responsiveness* dan *application design*. Sedangkan pengaruh langsung pada *e-loyalty* ditemukan paling kuat dari *e-recovery*. Ditemukan dampak positif dari *e-loyalty* terhadap *online repurchase intention*, dengan demikian hasil penelitian ini menkonfirmasi teori loyalitas pelanggan dalam pelayanan pada aplikasi sayurbox. Rerangka penelitian ini memiliki memiliki *moderate predictive accuracy* serta *medium predictive relevance* sehingga dapat dikembangkan dalam penelitian lebih lanjut. Terdapat implikasi manajerial dari temuan penelitian ini serta dan rekomdendasi bagi penelitian selanjutnya.

Kata kunci: *e-loyalty, online repurchase intention*, anteseden, *e-grocery*, sayurbox

ABSTRACT

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ANTECEDENTS OF E-LOYALTY AND THEIR IMPACT ON ONLINE REPURCHASE INTENTION (STUDY ON CONSUMER GROCERY SAYURBOX APPLICATIONS)

The rapid development of technology makes everything easier. People can do any activity, anywhere and anytime online. One of them is shopping for food online which is often called e-grocery which can be done online such as e-commerce either through websites or applications. The number of internet users and the changes in people's new lifestyles during the Covid-19 pandemic have an impact on the growth of e-commerce. So far, research related to factors that can affect customer loyalty in e-grocery applications, especially in the vegetable box application, is still rarely found. To fill the void, a modified research model was developed from previous research. The purpose of this study was to examine the effect of application design, customers services, fulfillment, responsiveness, compensation, contact, e-service quality, ewom, e-recovery, on e-loyalty and their impact on online repurchase intention.

PLS-SEM was used to analyze the empirical data obtained by purposive sampling. 164 respondents who met the requirements were obtained through a questionnaire distributed online. The results showed that of the nine antecedents, as well as the e-loyalty mediating variable, eight variables had a significant positive effect on online repurchase intention and for the contact variable, it was not significant. The strongest influence is obtained from responsiveness and application design. Meanwhile, the direct influence on e-loyalty was found to be the strongest from e-recovery. It was found that the positive impact of e-loyalty on online repurchase intention, thus the results of this study confirm the theory of customer loyalty in services on the vegetablebox application. This research model has moderate predictive accuracy and medium predictive relevance so that it can be developed in further research. There are managerial implications of the findings of this study and recommendations for further research.

Keyword: E-loyalty, Online repurchase intention, Antecedent, E-grocery, Sayurbox