

ABSTRAK

Nancy Chiarouven (02011180017)

ANALISIS PENGARUH *PERFORMANCE EXPECTANCY*, *EFFORT EXPECTANCY*, *SOCIAL INFLUENCE*, *FACILITATING CONDITION*, *HEDONIC MOTIVATION*, *PRICE VALUE*, *ONLINE REVIEW*, *ONLINE RATING*, *ONLINE TRACKING* TERHADAP *CONTINUANCE INTENTION* MELALUI *E-SATISFACTION* DAN *HABIT* PADA PENGGUNA APLIKASI BUKALAPAK

(ix + 209 halaman: 24 gambar; 57 tabel; 5 lampiran)

Perkembangan teknologi saat ini semakin maju dan telah diterapkan di berbagai hal di kehidupan manusia saat ini dimana salah satunya adalah didalam bidang bisnis online yang dapat disebut *e-commerce*. Salah satu perusahaan *e-commerce* yang terkenal di Indonesia adalah Bukalapak.

Tujuan utama penelitian ini adalah meneliti *continuance intention*, *e-satisfaction* dan *habit* pada Bukalapak dengan beberapa variabel yang mempengaruhi yaitu *performance expectancy*, *effort expectancy*, *facilitating condition*, *social influence*, *price value*, *hedonic motivation*, *online review*, *online rating*, *online tracking*. Manfaat dari penelitian ini adalah untuk menambah wawasan khususnya dalam bidang manajemen untuk mengetahui seberapa besar pengaruh dari *performance expectancy*, *effort expectancy*, *facilitating condition*, *social influence*, *price value*, *hedonic motivation*, *online review*, *online rating*, *online tracking* sehingga dapat meningkatkan *continuance intention*, *e-satisfaction*, dan *habit*.

Penelitian ini merupakan penelitian bersifat kausal dengan menggunakan metode kuantitatif dan diolah dengan bantuan program statistik yaitu AMOS versi 22.0 untuk membantu proses pengolahan data primer dari 250 pengguna aplikasi Bukalapak di Surabaya yang dikumpulkan dengan teknik *snowball sampling*.

Dalam penelitian ini ditemukan hasil bahwa variabel yang berpengaruh positif signifikan terhadap *e-satisfaction* adalah *effort expectancy*, *social influence*, *price value*, *online review* dan yang tidak berpengaruh signifikan adalah *performance expectancy*, *facilitating condition*, *hedonic motivation*, *online rating*, *online tracking*. Selanjutnya, *e-satisfaction* berpengaruh positif signifikan terhadap *habit*. Kemudian, *e-satisfaction* dan *habit* tidak berpengaruh signifikan terhadap *continuance intention*.

Kata kunci: *performance expectancy*, *effort expectancy*, *facilitating condition*, *social influence*, *habit*, *price value*, *hedonic motivation*, *online review*, *online rating*, *online tracking*, *e-satisfaction*, *habit*, dan *continuance intention*

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The development of technology is currently increasingly advanced and has been applied in various things in human life today where one of them is in the field of online business which can be called e-commerce. One of the well-known e-commerce companies in Indonesia is Bukalapak.

The main purpose of this study is to examine *continuance intention*, *e-satisfaction* dan *habit* in Bukalapak with several influencing variables, namely *performance expectancy*, *effort expectancy*, *facilitating conditions*, *social influence*, *price value*, *hedonic motivation*, *online review*, *online rating*, *online tracking*. The benefit of this research is to add insight, especially in the field of management to find out how much influence the *performance expectancy*, *effort expectancy*, *facilitating condition*, *social influence*, *price value*, *hedonic motivation*, *online review*, *online rating*, *online tracking* have in order to increase *continuance intention*, *e-satisfaction* and *habit*.

This research is a causal research using quantitative methods and processed with the help of a statistical program, namely AMOS version 22.0 to assist the processing of primary data from 250 users of BukaLapak application in Surabaya which was collected using snowball sampling technique.

In this study, it was found that the variables that had a significant positive effect on e-satisfaction were effort expectancy, social influence, price value, online review and those that had no significant effect were performance expectancy, facilitating conditions, hedonic motivation, online rating, online tracking. Furthermore, e-satisfaction has a significant positive effect on habit. Then, e-satisfaction and habit have no significant effect on continuance intention.

Keywords: *performance expectancy*, *effort expectancy*, *facilitating conditions*, *social influence*, *habit*, *price value*, *hedonic motivation*, *online review*, *online rating*, *online tracking*, *e-satisfaction*, *habit*, and *continuance intention*

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