

ABSTRAK

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PENGARUH *CONSUMER DECISION MAKING STYLE* TERHADAP *CONSUMER SATISFACTION* DAN *REPURCHASE INTENTION* DALAM MEMBELI PRODUK *SNEAKERS* SECARA ONLINE DI INDONESIA

(129 halaman; 8 gambar; 21 tabel; 14 lampiran)

Perkembangan teknologi dan pertumbuhan pengguna internet berjalan sangat cepat. Meningkatnya pengguna internet berdampak terhadap pola perilaku belanja konsumen Indonesia dimana segala sesuatu dilakukan secara digital seperti pembelanjaan online untuk bidang fashion yaitu *sneakers*, sehingga banyak bermunculan *online shop* yang menjual produk *sneakers*. Penelitian ini bertujuan untuk menganalisis pengaruh *consumer decision making style* terhadap *consumer satisfaction* dan *repurchase intention* pada pembelian *sneakers* secara online di Indonesia. Dalam menganalisis *consumer decision making style* digunakan instrument pengukuran yaitu *consumer style inventory* yang memiliki 8 variabel dan digunakan sebagai variabel independen. *Consumer satisfaction* digunakan sebagai variabel intervening dan *repurchase intention* sebagai variabel dependen. Penelitian ini menggunakan metode penelitian kuantitatif dengan analisis data PLS-SEM. Responden diambil secara insidental sampling pada masyarakat di pulau besar Indonesia yang pernah berbelanja *sneakers* secara online. 196 reponden memenuhi syarat menggunakan kuisisioner dengan skala *linkert*. Hasil menunjukkan bahwa *habitual style*, *novelty style*, *recreational style* dan *perfectionist style* memiliki pengaruh yang positif terhadap *consumer satisfaction*. *Brand consciousness style*, *price concious style*, *impulsiveness style*, dan *confused by over choice style* tidak berpengaruh positif terhadap *consumer satisfaction*. Sedangkan *consumer satisfaction* berpengaruh positif paling kuat terhadap *repurchase intention*.

Kata Kunci : *consumer decision making style*, *consumer style inventory*, *consumer satisfaction*, *repurchase intention*.

ABSTRACT

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THE EFFECT OF CONSUMER DECISION MAKING STYLE ON CONSUMER SATISFACTION AND REPURCHASE INTENTION FOR BUYING SNEAKERS PRODUCTS ONLINE IN INDONESIA

(129 pages; 8 figures; 21 tables; 14 attachments)

The technology development and the growth of internet users are running very fast. The increase in internet users affects the shopping behavior of Indonesian consumers where everything is done digitally, such as online shopping for the fashion sector, specifically sneakers, so many online shops have emerged that sell sneakers. This study aims to analyze the effect of consumer decision-making style on consumer satisfaction and repurchase intention in purchasing sneakers online in Indonesia. In analyzing consumer decision-making style, a measurement instrument is used, namely consumer style inventory which has 8 variables and is used as an independent variable. Consumer satisfaction is used as the intervening variable and repurchase intention is the dependent variable. This study uses quantitative research methods with PLS-SEM data analysis. Respondents were collected by the accidental sampling of people on the big islands of Indonesia who had shopped for sneakers online. 196 respondents met the requirements using a questionnaire with a Linkert scale. The results show that habitual style, novelty style, recreational style, and perfectionist style positively influence consumer satisfaction. Brand consciousness style, price-conscious style, impulsiveness style, and confused by over choice style have no positive effect on consumer satisfaction. Meanwhile, consumer satisfaction has a dominant positive effect on repurchase intention.

Keywords : *consumer decision making style, consumer style inventory, consumer satisfaction, repurchase intention.*