

ABSTRAK

Cory Primaturia (01616200078)

“PENGARUH KUALITAS *E-SERVICE* TERHADAP KEPUASAN KONSUMEN YANG MEMEDIASI *REPURCHASE INTENTION* DALAM BERBELANJA ONLINE SUPLEMEN MULTIVITAMIN SELAMA MASA PANDEMI COVID-19 DI INDONESIA (STUDI PADA KONSUMEN TOKOPEDIA DAN SHOPEE)”

Pembelian multivitamin secara online selama pandemi COVID-19 meningkat secara signifikan bukan hanya karena hingga saat ini belum ada pengobatan khusus untuk infeksi tersebut, tetapi juga karena ketakutan akan terinfeksi. Penelitian ini bertujuan untuk mengetahui pengaruh langsung faktor determinan kepuasan pelanggan, dan faktor mediasi kepuasan pelanggan dan ketakutan terhadap COVID-19 dalam meningkatkan *repurchase intention* selama pandemi pada multivitamin dan mikronutrien. Penelitian ini menggunakan penelitian kuantitatif dan pengumpulan data dilakukan dengan menggunakan kuesioner. Populasi sasaran penelitian ini adalah masyarakat yang pernah membeli multivitamin secara online di *e-commerce* di Indonesia selama masa pandemi COVID-19. Jumlah sampel ditentukan sebanyak 235 sampel. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. *Partial Least Square-Structural Equation Modelling* (SEM-PLS) diterapkan pada penelitian ini. Hasil penelitian menunjukkan bahwa *repurchase intention* dipengaruhi secara positif oleh kepuasan pelanggan dan rasa takut terpapar COVID-19, serta faktor determinan desain situs, harga produk, waktu, informasi produk berpengaruh positif terhadap kepuasan pelanggan. Implikasi praktis dari penelitian ini menunjukkan bahwa untuk mempertahankan *repurchase intention* selama pandemi ini, praktisi *m-commerce* harus meningkatkan kepuasan pelanggan mereka dengan meningkatkan faktor determinan *e-commerce* dan mempertimbangkan faktor emosional.

Kata kunci: Niat beli ulang, Kepuasan konsumen, Ketakutan terhadap COVID-19, Belanja online, Multivitamin, COVID-19.

ABSTRACT

Cory Primaturia (01616200078)

“THE INFLUENCE OF E-SERVICE QUALITY ON CONSUMER SATISFACTION TOWARD REPURCHASE INTENTION IN ONLINE SHOPPING OF MULTIVITAMIN SUPPLEMENTS DURING THE COVID-19 PANDEMIC IN INDONESIA (STUDY ON CONSUMER TOKOPEDIA AND SHOPEE)”

The online purchase of multivitamins during the COVID-19 pandemic has increased significantly because of not only the fact that until now there is no specific treatment for the infection but also the fear of being infected. This study aims to investigate the direct influence of determinant factors of customer satisfaction, and the mediating factors of customer satisfaction and fear of COVID-19 in increasing repurchase intentions during the pandemic on multivitamin and micronutrient. This study used quantitative research and data collection was collected using questionnaire. The target population of this research were people that have purchased online multivitamin in e-commerce in Indonesia during pandemic COVID-19. The number of samples were determined to be which 235 samples. The sampling technique use was purposive sampling. Partial Least Square-Structural Equation modelling (SEM-PLS) is applied to this study. The study result indicated that the repurchase intention was positively affected by customer satisfaction that effected by site design, product price, time saving, product information linked to customer satisfaction and directly influenced by the fear of COVID-19. Practical implication of this study suggests that to retain repurchase intention during this pandemic, practitioner of m-commerce should increase their customer satisfaction by improving the determinant factors of e-commerce and taking emotional factor into consideration.

Keywords: *Repurchase intention, Customer Satisfaction, Fear to COVID-19, Online shopping, Multivitamin, COVID-19.*

