ABSTRAK

Luviana Febrianti Suheru (02011190009)

ANALISIS PENGARUH *QUALITY, VALUE, INNOVATIVENESS, POPULARITY,* **TERHADAP** *REPURCHASE INTENTION* **MELALUI** *SATISFACTION* **PADA PELANGGAN APLIKASI SOCO BY SOCIOLLA DI SURABAYA**

(ix + 204 halaman; 19 gambar; 40 tabel; 5 lampiran)

Indonesia menduduki peringkat tertinggi dengan jumlah pengguna *e-commerce* terbanyak di dunia, dan tercatat bahwa Indonesia memiliki pertumbuhan jumlah *e-commerce* berskala besar mendekati Korea Selatan dan China. Sociolla, menjadi satu-satunya *beauty-tech company* yang menyediakan layanan kecantikan secara holistik dan terintegrasi di Indonesia. Sebagai kota terbesar ketiga di Indonesia, Surabaya memiliki jumlah penduduk yang paling banyak melakukan kegiatan belanja *online* melalui platform *e-commerce*, khususnya berbelanja produk-produk kecantikan. Penelitian ini dilakukan berdasarkan pada fenomena yang terjadi pada penelitian terdahulu oleh Chiu & Cho (2019) yang meneliti *Repurchase Intention* dengan membuktikan bahwa variabel *Quality, Value, Innovativeness, Popularity* yang mempengaruhi *Satisfaction* dan *Repurchase Intention*. Maka dari itu penelitian ini mengadopsi objek yang berbeda, yaitu penggunaan aplikasi SOCO by Sociolla yang digunakan oleh pelanggan Sociolla yang berlokasi di Surabaya.

Penelitian kausal ini menggunakan metode kuantitatif. Proses analisisnya menggunakan *Structural Equation Model (SEM)* dengan menggunakan *software AMOS* versi 22. Pengumpulan data dilakukan dengan penyebaran kuesioner dengan teknik *Snowball Sampling* kepada 100 responden dengan karakteristik responden Pria & wanita berusia 18-60 Tahun, berdomisili di Surabaya, pernah melakukan pembelian produk kecantikan melalui aplikasi SOCO by Sociolla sebanyak dua kali transaksi dalam kurun waktu 6 bulan terakhir.

Dalam penelitian yang telah dilakukan terdapat hasil yang menunjukkan, variabel yang berpengaruh positif signifikan terhadap *Satisfaction* adalah *Quality, Value, Innovativeness*, dan *Popularity*. Kemudian variabel yang berpengaruh positif signifikan terhadap *Repurchase Intention* adalah *Value, Innovativeness, Popularity* dan *Satisfaction*, smentara variabel yang tidak berpengaruh signifikan adalah *Quality* dan *Satisfaction*.

Keywords: *Quality, Value, Innovativeness, Popularity, Satisfaction dan Repurchase Intention,* SOCO, Sociolla.

ABSTRACT

Luviana Febrianti Suheru (02011190009)

ANALYSIS OF THE INFLUENCE OF QUALITY, VALUE, INNOVATIVENESS, AND POPULARITY ON REPURCHASE INTENTION THROUGH SATISFACTION ON SOCO BY SOCIOLLA APPLICATION CUSTOMERS IN SURABAYA

(ix + 204 pages; 19 figures; 40 tables; 5 attachments)

Indonesia is ranked highest with the most significant number of e-commerce users in the world, and it is noted that Indonesia has a growth in the number of large-scale e-commerce approaching South Korea and China. Sociolla is the only beauty-tech company that provides holistic and integrated beauty services in Indonesia. As the third largest city in Indonesia, Surabaya has the largest population conducting online shopping through e-commerce platforms, especially for beauty products. This research was conducted based on the phenomena that occurred in previous research by Chiu & Cho (2019), who examined Repurchase Intention by proving that the variables Quality, Value, Innovativeness, and Popularity affect Satisfaction and Repurchase Intention. Therefore this study adopted a different object, namely the use of the SOCO by Sociolla application used by Sociolla customers located in Surabaya.

This causal research uses quantitative methods. The analysis uses a Structural Equation Model (SEM) using AMOS software version 22. Data collection is done by distributing questionnaires with the Snowball Sampling technique to 100 respondents with the characteristics: 1) male & female respondents were aged 18-60 years, 2) staying in Surabaya, 3) have purchased beauty products through the SOCO application by Sociolla and made two transactions in the last six months.

In the research that has been done, the results show that the variables that have a significant positive effect on satisfaction are Quality, Value, Innovativeness, and Popularity. Then the variables that significantly positively impact Repurchase Intention are Value, Innovativeness, Popularity and Satisfaction. At the same time, the variables that do not have a considerable effect are Quality and Satisfaction.

Keywords: *Quality, Value, Innovativeness, Popularity, Satisfaction and Repurchase Intention,* SOCO, Sociolla.