

ABSTRAK

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PENGARUH *PRICE FAIRNESS*, *PROMOTION*, *PERCEIVED EASE OF USE*, DAN *E-SERVICE QUALITY* TERHADAP *REPURCHASE INTENTION* (STUDI EMPIRIS PADA SHOPEE)

(xv + 165 halaman; 13 gambar; 39 Tabel; 6 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh positif dari variabel *price fairness*, *promotion*, *perceived ease of use*, dan *e-service quality* terhadap *repurchase intention* pada *e-commerce* Shopee. Metode survei digunakan dalam penelitian ini. Pengumpulan data dilakukan dengan menggunakan instrumen kuesioner di wilayah Jakarta, Bogor, Depok, Tangerang dan Bekasi. Data dikumpulkan menggunakan kuesioner Skala Likert yang didistribusikan secara online. *Purposive sampling* diterapkan dalam penelitian ini. Besar sampel ditentukan sebanyak 400 sampel. Kuesioner dibagikan kepada pembeli yang telah melakukan pembelian di Shopee minimal dua kali. Pendekatan *Partial least Square-Structural Equation Modeling (PLS-SEM)* dengan program SmartPls digunakan untuk analisis data. Hasil penelitian menunjukkan bahwa *Price Fairness*, *Promotion*, dan *Perceived Ease of Use* berpengaruh positif terhadap niat beli ulang.

Kata kunci: *price fairness*, *promotion*, *perceived ease of use*, *e-service quality*, *repurchase intention*

Referensi: 136 (2010-2022)

ABSTRACT

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THE INFLUENCE OF PRICE FAIRNESS, PROMOTION, PERCEIVED EASE OF USE, AND E-SERVICE QUALITY ON REPURCHASE INTENTION (EMPIRICAL STUDY ON SHOPEE)

(xv + 165 pages; 13 figures; 39 tables; 6 appendices)

The aim of this research is to analyze the positive influence of price fairness, promotion, perceived ease of use, and e-service quality on repurchase intention in e-commerce Shopee. The survey method was used in this study. Data collection was carried out using a questionnaire instrument in the Jakarta, Bogor, Depok, Tangerang and Bekasi areas. Data was collected using a Likert Scale questionnaire distributed online. Purposive sampling was applied in this study. The sample size was determined to be 400 samples. Questionnaires were distributed to buyers who had made purchases at Shopee at least twice. The Partial least Square-Structural Equation Modeling (PLS-SEM) approach with the SmartPls program was used for data analysis. The results show that price fairness, promotion, and perceived ease of use have a positive effect on repurchase intention.

Keywords: *price fairness, promotion, perceived ease of use, e-service quality, repurchase intention*

Reference: 136 (2010-2022)