

ABSTRAK

Seiring berkembangnya teknologi Industri di Indonesia, Industri *e-commerce* di Indonesia juga terus berkembang. *E-Commerce* secara umum dapat diartikan sebagai transaksi jual beli secara elektronik melalui media internet. Dengan adanya internet, perusahaan dapat menjual produk atau jasanya secara *online* yang disebut dengan layanan *e-commerce*. Traveloka adalah salah satu perusahaan yang bergerak di bidang tersebut. Kehadiran Traveloka memudahkan konsumen dalam membandingkan harga tiket pesawat dan hotel.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Brand Benefit* (*Functional Benefit, Experiential Benefit, Symbolic Benefit, Monetary Benefit*) dan *System Characteristic* (*System Quality, Information Quality*) terhadap *Repurchase Intention* melalui *Parasocial Interaction* dan *Perceived Usefulness* pada aplikasi Traveloka di kota Surabaya. Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *Parasocial Interaction* dan *Perceived Usefulness* sehingga meningkatkan *Repurchase Intention* yang pada akhirnya akan meningkatkan pembelian aktual dari perusahaan Traveloka.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 135 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, mengetahui Traveloka dan pernah melakukan pembelian di Traveloka dalam kurun waktu 3 bulan terakhir.

Hasil penelitian menunjukkan bahwa variabel *Functional benefit* berpengaruh positif, tetapi tidak signifikan terhadap *Parasocial Interaction* dengan koefisien regresi sebesar 0.53 dan C.R. sebesar 0.347; variabel *Experiential benefit* berpengaruh positif, tetapi tidak signifikan terhadap *Parasocial Interaction* dengan koefisien regresi sebesar 0.125 dan C.R. sebesar 0.603; variabel *Symbolic benefit* berpengaruh signifikan terhadap *Parasocial interaction* dengan koefisien regresi sebesar 0.856 dan C.R. sebesar 4.138; variabel *Monetary benefit* berpengaruh positif, tetapi tidak signifikan terhadap *Parasocial interaction* dengan koefisien regresi sebesar 0.107 dan C.R. sebesar 0.467; variabel *System quality* berpengaruh signifikan terhadap *Perceived usefulness* dengan koefisien regresi sebesar 0.484 dan C.R. sebesar 3.570; variabel *Information quality* berpengaruh signifikan terhadap *Perceived usefulness* dengan koefisien regresi sebesar 0.397 dan C.R. sebesar 2.987; variabel *Parasocial Interaction* berpengaruh signifikan terhadap *Repurchase intention* dengan koefisien regresi sebesar 0.471 dan C.R. sebesar 5.031; variabel *Perceived usefulness* berpengaruh signifikan terhadap *Repurchase intention* dengan koefisien regresi sebesar 0.567 dan C.R. sebesar 5.495.

Kata kunci: *Perceived Usefulness, Perceived Ease of Use, Compatibility, Emotional Value, Price Value, Functional Value, Behavioral Intention, dan Actual Usage*

ABSTRACT

The rapid development of technology becomes an opportunity for companies to grow their business. One of the most useful technological innovations is the internet. With the internet, companies can sell their products or services online called e-commerce services. Traveloka is one of the companies engaged in the field. The presence of Traveloka facilitate consumers in comparing the price of airline tickets and hotels.

The purpose of this study was to determine the effect of *Perceived Usefulness*, *Perceived Ease of Use*, *Compatibility*, *Emotional Value*, *Price Value*, and *Functional Value* and the influence of *Behavioral Intention* against *Actual Usage*. The expected benefits of this research is to increase the repertoire of knowledge in the field of management, especially how large the influence of *Behavioral Intention* so as to increase *Actual Usage* that will eventually form the success of the company in the long run.

This study is causal. The method used is quantitative methods of processing the data using AMOS. Data was collected by distributing questionnaires to 205 respondents with the characteristics of male and female respondents aged 18-60 years, know about Traveloka and buy ticket from Traveloka at least 6 months and live in Surabaya.

The results showed that *Perceived Ease of Use* with regression coefficient of 0.380 positive and significantly affect *Perceived Usefulness*; *Perceived Usefulness* with regression coefficient of 0.413, *Perceived Ease of Use* with regression coefficient of 0.418, and *Compatibility* with regression coefficient of 0.273 positive and significantly affect *Emotional Value*; *Perceived Usefulness* with regression coefficient of 0.311, *Perceived Ease of Use* with regression coefficient of 0.318, and *Compatibility* with regression coefficient of 0.173 positive and significantly affect *Price Value*; *Perceived Usefulness* with regression coefficient of 0.498, *Perceived Ease of Use* with regression coefficient of 0.303, and *Compatibility* with regression coefficient of 0.164 positive and significantly affect *Functional Value*; *Emotional Value* with regression coefficient of 0.242, *Price Value* with regression coefficient of 0.187, dan *Functional Value* with regression coefficient of 0.523 positive and significantly affect *Behavioral Intention*, and *Behavioral Intention* with regression coefficient of 0.485 positive and significantly affect *Actual Usage*.

Key Words: *Perceived Usefulness*, *Perceived Ease of Use*, *Compatibility*, *Emotional Value*, *Price Value*, *Functional Value*, *Behavioral Intention*, and *Actual Usage*