

ABSTRAK

Kresna Yulianto (01120140030)

ANALISIS PENGARUH *SOCIAL MEDIA* MELALUI *TRUST* DAN *PERCEIVED USEFULNESS* TERHADAP *REPURCHASE INTENTION* KEPADA PELANGGAN DEALJAVA DI SURABAYA

Munculnya berbagai online shopping DealJava yang ada di Indonesia, khususnya di kota Surabaya merupakan salah satu bentuk dari perkembangan usaha via online. Usaha yang bergerak dibidang online berupa voucher makanan dan produk merupakan usaha yang cukup berkembang. Hal ini disebabkan karena online shopping adalah kebutuhan orang-orang yang ingin membeli melalui online melalui teknologi. Karena semakin maraknya usaha online maka semakin meningkatnya juga Industri usaha online yang diminati. Maka pengusaha harus mampu membaca, menganalisa, dan merumuskan serta meramalkan Repurchase Intention yang Customer harapkan dan butuhkan. Penelitian ini ditujukan untuk menganalisa pengaruh variabel Social Media, trust dan Perceived usefulness terhadap Repurchase Intention pada online shopping DealJava.

Penelitian ini dilakukan dengan metode analisis regresi linier berganda dengan mengambil sampel sebanyak 100 responden yang memiliki usia rata-rata 17-60 tahun. Untuk mengolah dan penganalisaan data dalam penelitian ini yaitu dengan menggunakan SPSS sebagai software untuk mengelola data. Hasil analisis menunjukkan bahwa Statistical Product and Service Solutions (SPSS) dengan versi 22.0 sebagai software untuk mengolah data.

Hasil penelitian menunjukkan bahwa variabel Social Media, Trust dan Perceived Usefulness memiliki pengaruh positif dan signifikan terhadap Repurchase Intention.

Kata Kunci : Social Media, Trust, Perceived usefulness dan repurchase Intention.

ABSTRACT

Kresna Yulianto (01120140030)

ANALYSIS OF THE EFFECT OF SOCIAL MEDIA THROUGH TRUST AND PERCEIVED USEFULNESS TO REPURCHASE INTENTION TO DEALJAVA CUSTOMER IN SURABAYA

The emergence of various online shopping DealJava in Indonesia, especially in the city of Surabaya is one form of online business development. Enterprises engaged in the field of online in the form of food vouchers and products is a fairly developed business. This is because online shopping is the need of people who want to buy through online through technology. This situation caused the significant increasing of online business also the more increase online business industry in demand. Then the entrepreneur must be able to read, analyze, formulate and enliven Repurchase Intention that Customer expect and need. This research is aimed to analyze the influence of Social Media variable, Trust and perceived usefulness toward Repurchase Intention on online shopping DealJava.

This study was conducted by multiple linear regression analysis method by taking samples of 100 respondents who have an average age of 17-60 years. To process and analyze data in this research that is by using SPSS as software for data management. The results of the analysis show Statistics Product and Service Solutions (SPSS) with version 22.0 as a software to process data.

The results showed. Social Media, Trust and Usefulness Has a positive and significant impact on Repurchase Intention.

Keywords: Social Media, Trust, Perceived Use and Repurchase Intention.