

ABSTRAK

Winnie Reanne Lee (02011200016)

ANALISIS PENGARUH *INFORMATION QUALITY*, *SERVICE QUALITY*, *PREFERENTIAL TREATMENT*, *CUSTOMIZATION* TERHADAP *PERCEIVED VALUE* DAN PADA AKHIRNYA *REPURCHASE INTENTION* PENGGUNA APLIKASI TOKOPEDIA DI SURABAYA

(xviii+159 halaman, 15 gambar, 47 tabel, 4 lampiran)

Transaksi e-commerce di Indonesia terus mengalami kenaikan dimulai dari tahun 2017 menurut catatan Bank Indonesia. Terlebih selama masa pandemi ini penggunaan media digital semakin marak di kalangan masyarakat Indonesia sehingga konsumsi pada platform marketplace online turut meningkat. Salah satu e-commerce yang mencatat pertumbuhan penjualan di masa pandemi adalah Tokopedia. Tokopedia merupakan sebuah perusahaan unicorn yang beberapa waktu lalu melakukan merger dengan Go-Jek menjadi GoTo sehingga kini perusahaan merger tersebut telah menjadi perusahaan decacorn.

Penelitian ini dilakukan untuk mengetahui pengaruh *Information Quality*, *Service Quality*, *Preferential Treatment*, *Customization*, terhadap *Perceived Value* pada *Repurchase Intention* pengguna Tokopedia di Surabaya, yang bertujuan untuk menggunakan kelima variabel dalam mengidentifikasi *repurchase intention* di Tokopedia.

Penelitian ini menggunakan metode kuantitatif dan data diolah menggunakan *software* SPSS 22.0. Sampel yang digunakan dalam penelitian ini adalah pengguna Tokopedia yang berusia 18-60 tahun, berdomisili di Surabaya, pria atau Wanita, pernah melakukan pembelian di aplikasi tersebut minimal 2 kali dalam 3 bulan terakhir, dan pernah menghubungi *customer service* Tokopedia. Jumlah responden yang digunakan sebagai sampel penelitian adalah 100 responden Surabaya. Metode sampling yang digunakan adalah non-probability sampling.

Hasil penelitian menunjukkan kesamaan antara pengguna Tokopedia di Surabaya, yakni terdapat satu hipotesis yang ditolak. Hipotesis yang ditolak adalah *Information Quality* berpengaruh signifikan terhadap *Perceived Value*. Selain hipotesis tersebut, hipotesis lain diterima, yaitu *Service Quality*, *Preferential Treatment*, *Customization*, berpengaruh signifikan terhadap *Perceived Value*, dan *Perceived Value* berpengaruh signifikan terhadap *Repurchase Intention*.

Kata kunci: *Information Quality*, *Service Quality*, *Preferential Treatment*, *Customization*, *Perceived Value*, *Repurchase Intention*, Tokopedia Surabaya

Referensi: 107 (1982-2022)

ABSTRACT

Winnie Reanne Lee (02011200016)

ANALYSIS OF THE EFFECTS OF INFORMATION QUALITY, SERVICE QUALITY, PREFERENTIAL TREATMENT, AND CUSTOMIZATION ON PERCEIVED VALUE, AND RESULTING IN REPURCHASE INTENTION OF TOKOPEDIA APPLICATION USERS IN SURABAYA

(xviii+159 pages, 15 pictures, 47 tables, 4 attachments)

E-commerce transactions in Indonesia have continued to increase, starting from 2017 according to Bank Indonesia's records. Especially during this pandemic, the use of digital media has been used widely among the Indonesian, leading to an increase in consumption on online marketplace platforms. Tokopedia is among the e-commerce platforms that have experienced an increase in sales during the pandemic. Tokopedia is a unicorn company that recently merged with Go-Jek to become GoTo, transforming the merged entity into a decacorn company.

This study was conducted to determine the influence of Information Quality, Service Quality, Preferential Treatment, and Customization on Perceived Value in shaping the Repurchase Intention of Tokopedia users in Surabaya. The goal was aimed to use these five variables to identify repurchase intentions on Tokopedia user.

A quantitative method was used in this research, and the data were processed using SPSS 22.0 software. Sample used in this research are Tokopedia users who are between the age group of 18-60, domiciled in Surabaya, male or female, who had made at least 2 purchases on the app in the last 3 months and had contacted Tokopedia's customer service. The sample size included 100 respondents from Surabaya. The sampling method used was non-probability sampling.

The research results indicate similarities among Tokopedia users in Surabaya. One hypothesis was rejected, namely that Information Quality significantly influences Perceived Value. Apart from this hypothesis, other hypotheses were accepted, stating that Service Quality, Preferential Treatment, and Customization significantly influence Perceived Value, and Perceived Value significantly influences Repurchase Intention.

Keywords: Information Quality, Service Quality, Preferential Treatment, Customization, Perceived Value, Repurchase Intention, Tokopedia Surabaya

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