

## ABSTRAK

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### **“FAKTOR – FAKTOR PENGARUH TERHADAP *ONLINE REPURCHASE INTENTION* PADA PRODUK FMCG MELALUI *ONLINE MARKETPLACE*”**

(XIV + 171 halaman; 18 gambar; 28 tabel; 12 appendix)

Selama pandemi COVID-19, perubahan ekonomi yang tidak stabil memaksa konsumen untuk beralih ke belanja online melalui platform digital seperti online marketplace. Meskipun platform ini sudah ada sebelumnya, tren belanja online melesit selama beberapa waktu terakhir. Produk *Fast Moving Consumer Goods* (FMCG) di Indonesia sendiri telah memiliki kiprah yang panjang di Indonesia untuk produk konsumsi, berbagai *brand* seperti Unilever, P&G, Indofood, Wings Group, dll, Perusahaan FMCG terpaksa melakukan segala cara untuk tetap mampu bertahan, salah satu cara yang dilakukan adalah dengan pengoptimalan *digital brand hub* mereka yaitu *online merchant marketplace* dan *social media*. Penelitian yang memodifikasi *online shopping experience*, *brand awareness*, *brand love*, *social media marketing*, *e-brand trustworthiness*, dan *online repurchase intention* bertujuan untuk memahami faktor – faktor pengaruh pengoptimalan penjualan secara digital terhadap tingkat niat pembelian ulang secara *online* untuk produk konsumsi sehari – hari masyarakat dari *brand* FMCG favorit. Penelitian ini mendapatkan total 173 responden dari seluruh Indonesia yang berfokus pada Gen Z dan Millennials sebagai generasi yang gemar berbelanja secara *online*. *Partial Least Square Structural Equation Model* (PLS-SEM) digunakan untuk menguji hasil statistika dan pengaruh antar variabel. Studi ini berhasil menggambarkan pengaruh terkuat didapat dari *social media marketing* yang mempengaruhi *e-brand trustworthiness* dan *online repurchase intention* diikuti oleh variabel *online shopping experience* sebagai variabel yang mendukung terjadinya *online repurchase intention*. Dapat disimpulkan pengalaman transaksi dan ekspektasi yang terpenuhi, dikombinasikan juga dari konten yang informatif dan promo yang relevan dari *social media* mampu meningkatkan nilai kepercayaan dan niat pembelian secara online konsumen terhadap *merchant brand* FMCG.

Referensi : 191 (1988-2023)

**Keywords:** *Online Shopping Experience, Brand Awareness, Brand Love, Social Media Marketing, E-Brand Trustworthiness, Online Repurchase Intention*

## ABSTRACT

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### **“THE FACTOR THAT IMPACTING *ONLINE REPURCHASE INTENTION* ON FMCG PRODUCT THROUGH *ONLINE MARKETPLACE*”**

(XIV + 171 pages; 18 figures; 28 table; 12 appendix)

During the COVID-19 pandemic, unstable economic changes compelled consumers to shift to online shopping via digital platforms such as online marketplaces. Despite the existence of these platforms beforehand, the trend of online shopping surged recently. Fast Moving Consumer Goods (FMCG) in Indonesia have had a long-standing presence for consumable products, with various brands like Unilever, P&G, Indofood, Wings Group, etc. FMCG companies have resorted to various methods to sustain themselves, including digital optimization of their brand hubs such as online merchant marketplaces and social media. This research, which modified online shopping experience, brand awareness, brand love, social media marketing, e-brand trustworthiness, and online repurchase intention, aims to comprehend the factor and impact of digital optimization on the level of online repurchase intention for daily consumer products from favorite FMCG brands. The study involved a total of 173 respondents from across Indonesia, focusing on Gen Z and Millennials as generations keen on online shopping. Partial Least Square Structural Equation Model (PLS-SEM) was employed to test statistical outcomes and the interplay of variables. The study successfully delineated that the strongest influence stemmed from social media marketing, affecting e-brand trustworthiness and online repurchase intention, followed by online shopping experience as a supporting factor for online repurchase intention. It can be concluded that transactional experiences and fulfilled expectations, combined with informative content and relevant promotions on social media, enhance consumer trust and online purchasing intent towards FMCG merchant brands.

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