

## ABSTRAK

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**PENGARUH *PERCEIVED PRICE*, *E-TRUST* DAN *QUALITY OF DELIVERY* TERHADAP *REPURCHASE INTENTION* DIMEDIASI OLEH *PERCEIVED VALUE* PADA TOKOPEDIA**

(xvi + 92 halaman; 13 gambar; 29 tabel; 3 lampiran)

Perkembangan teknologi telah membawa perubahan besar, khususnya perilaku belanja di *E-commerce* Indonesia semakin meningkat secara signifikan. Penelitian ini ingin mengetahui pengaruh dari *perceived price*, *e-trust*, *quality of delivery* oleh Tokopedia terhadap *repurchase intention* dimediasi oleh variabel *perceived value*. Penelitian ini menggunakan pendekatan kuantitatif melalui survey secara daring terhadap 265 sampel responden dan dianalisa menggunakan perangkat lunak Smart-PLS. Hasil dari penelitian ini menunjukkan *perceived price*, *e-trust*, *quality of delivery* berpengaruh positif terhadap variabel mediasi *perceived value*. Lalu *perceived price*, *e-trust*, *quality of delivery* berpengaruh positif terhadap *repurchase intention* sebagai variabel terikat. *Perceived value* berpengaruh *partially mediating* terhadap *perceived price*, *e-trust* dan *quality of delivery* terhadap *repurchase intention* namun *quality of delivery* berpengaruh lebih kuat terhadap *repurchase intention* tanpa mediasi. Sebagai implikasi manajerial, penelitian ini menunjukkan bahwa *perceived price*, *e-trust*, dan *quality of delivery*, sebagai hal yang penting dilakukan oleh perusahaan *e-commerce*.

**Referensi** : 44 (2017-2023)

**Kata Kunci** : *Perceived Price*, *E-Trust*, *Quality of Delivery*, *Perceived Value* dan *Repurchase Intention*

## **ABSTRACT**

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***THE EFFECT OF PERCEIVED PRICE, E-TRUST AND QUALITY OF DELIVERY ON REPURCHASE INTENTION MEDIATED BY PERCEIVED VALUE IN TOKOPEDIA***

*(xvi + 92 pages; 13 figures; 29 tables; 3 appendices)*

*Technological developments have brought major changes, especially shopping behavior in Indonesian e-commerce is increased significantly. This research wants to determine the influence of perceived price, e-trust, quality of delivery by Tokopedia on repurchase intentions mediated by the perceived value variable. This research uses a quantitative approach through an online survey of 265 sample respondents and analyzed using Smart-PLS software. The results of this research show that perceived price, e-trust, quality of delivery have a positive effect on the mediating variable of perceived value. Then perceived price, e-trust, quality of delivery has a positive effect on repurchase intention as dependent variable. Perceived value has a partially mediating effect on perceived price, e-trust and delivery quality on repurchase intention, but quality of delivery has a stronger influence on repurchase intention without mediation. As a managerial influence, this research shows whether perceived price, e-trust, quality of delivery are important things for e-commerce companies.*

**References** : 44 (2017-2023)

**Keywords** : *Perceived Price, E-Trust, Quality of Delivery, Perceived Value and Repurchase Intention*