

ABSTRAK

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ANALISIS PENGARUH *PERCEIVED RISK*, *PERCEIVED USEFULNESS*, *PERCEIVED EASE OF USE*, *PERCEIVED ENJOYMENT* DAN *PERSONAL INNOVATIVENESS* TERHADAP *CUSTOMER SATISFACTION* DAN *INTENTION TO REUSE* PADA PELANGGAN SHOPEE DI MANADO

(xvii+163 halaman: 19 gambar, 48 tabel, 4 lampiran)

Perkembangan dari penggunaan *aplikasi online shop* di Indonesia terus meningkat setiap tahunnya. Hal ini juga turut memberikan dampak dimana persaingan dalam *aplikasi online shop* di Indonesia menjadi semakin ketat setiap tahunnya. Dengan meningkatnya persaingan ini maka perusahaan yang bergerak dalam industri *e-commerce* khususnya *aplikasi online shop* haruslah menjaga serta mempertahankan kepuasan pelanggan baik bagi para pelanggan baru maupun pelanggan lama agar tercipta pembelian kembali.

Penelitian ini merupakan penelitian yang bersifat kausal dengan menggunakan metode kuantitatif dan diolah dengan bantuan program statistik yaitu SPSS versi 22.0. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 125 responden dengan karakteristik responden yang telah ditentukan.

Dalam penelitian ini terdapat 6 hipotesis diantaranya empat hipotesis diterima dan dua hipotesis ditolak. Hipotesis yang diterima adalah *Perceived usefulness* berpengaruh signifikan terhadap *Customer Satisfaction*, *Perceived Enjoyment* berpengaruh signifikan terhadap *Customer Satisfaction*, *Personal Innovativeness* berpengaruh signifikan terhadap *Customer Satisfaction* dan *Customer Satisfaction* berpengaruh signifikan terhadap *Intention to Reuse*. Hipotesis yang ditolak adalah *Perceived Risk* berpengaruh signifikan terhadap *Customer Satisfaction*, dan *Perceived Ease of Use* berpengaruh signifikan terhadap *Customer Satisfaction*.

Kata Kunci: *Perceived Risk*, *Perceived Usefulness*, *Perceived Ease of Use*, *Perceived Enjoyment*, *Personal Innovativeness*, *Customer Satisfaction*, *Intention to Reuse*.

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF PERCEIVED RISK, PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, PERCEIVED ENJOYMENT AND PERSONAL INNOVATIVENESS ON CUSTOMER SATISFACTION AND INTENTION TO REUSE IN SHOPEE CUSTOMERS IN MANADO
(xvii+163 pages: 19 figures, 48 tables, 4 attachments)

The development of the use of online shop applications in Indonesia continues to increase every year. This also has the impact that competition in online shop applications in Indonesia becomes tighter every year. With this increasing competition, companies operating in the e-commerce industry, especially online shop applications, must maintain and maintain customer satisfaction for both new and old customers in order to create repeat purchases.

This research is causal research using quantitative methods and processed with the help of a statistical program, namely SPSS version 22.0. Data collection was carried out by distributing questionnaires to 125 respondents with predetermined respondent characteristics.

In this research there are 6 hypotheses, of which four hypotheses are accepted and two hypotheses are rejected. The accepted hypothesis is that Perceived usefulness has a significant effect on Customer Satisfaction, Perceived Enjoyment has a significant effect on Customer Satisfaction, Personal Innovativeness has a significant effect on Customer Satisfaction and Customer Satisfaction has a significant effect on Intention to Reuse. The hypothesis that was rejected was that Perceived Risk had a significant effect on Customer Satisfaction, and Perceived Ease of Use had a significant effect on Customer Satisfaction.

Keywords: *Perceived Risk, Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment Personal Innovativeness, Customer Satisfaction, Intention to Reuse.*