

ABSTRAK

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PENGARUH *PERCEIVED USEFULNESS OF ONLINE TRUST MECHANISM* DAN *PERCEIVED VALUE* TERHADAP *REPURCHASE INTENTION* DENGAN *BRAND ORIENTATION* SEBAGAI VARIABEL MODERASI (KASUS APLIKASI CAROUSELL)

(xvi + 108 halaman; 12 gambar; 30 tabel; 5 lampiran)

Penelitian ini memiliki tujuan untuk dapat mempelajari pengaruh *perceived usefulness seller-based mechanism*, *perceived usefulness experience-based mechanism*, *trust in the marketplace/app*, *trust e-seller* terhadap *repurchase intention* yang dimediasi oleh *brand luxury orientation* pada aplikasi jual beli barang bekas Carousell. Penelitian ini menggunakan metode kuantitatif. Fokus penelitian ada pada konsumen pengguna aplikasi Carousell yang pernah melakukan pembelian barang melalui aplikasi Carousell dalam kurun waktu satu tahun, yang berdomisili di Indonesia. Data dalam penelitian ini dikumpulkan dengan metode pengambilan sampel non-probabilitas. Data primer diperoleh melalui kuesioner yang disebarakan secara *online* dan *offline*, terdiri dari 40 pertanyaan yang telah diuji validitas dan reliabilitasnya. Data yang diterima berasal dari 415 responden. Perhitungan data responden dihitung dengan menggunakan *Structural Equation Model* (SEM) dengan SmartPLS versi 3.2.8. Hasil dari penelitian ini menemukan bahwa terdapat pengaruh signifikan antara *perceived usefulness seller-based mechanism*, *perceived usefulness experience-based mechanism*, *trust in the marketplace/app*, *trust e-seller* dan *brand luxury orientation* terhadap *repurchase intention*.

Kata kunci: *online trust*, *perceived usefulness*, *perceived value*, *secondhand market*, *secondhand online*, *brand orientation*, *brand luxury*, *secondhand branded*, *repurchase intention*.

ABSTRACT

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THE EFFECT OF PERCEIVED USEFULNESS OF ONLINE TRUST MECHANISM AND PERCEIVED VALUE ON REPURCHASE INTENTION WITH BRAND ORIENTATION AS A MODERATION VARIABLE (CAROUSELL APPLICATION CASE)

(xvi + 108 pages; 12 pictures; 30 tables; 5 attachments)

This research is to study the effect of perceived usefulness of seller-based mechanism, perceived usefulness of experience-based mechanism, trust in the marketplace / app, trust e-seller of repurchase intention mediated by brand luxury orientation on the application Carousell. This research uses quantitative methods. The focus of the research is on the consumers of Carousell application users who have made purchases through the Carousell application within one year, who are domiciled in Indonesia. Data in this study were collected by a non-probability sampling method. Primary data obtained through questionnaires distributed online and offline, consisting of 40 questions that have been tested for validity and reliability. Data received came from 415 respondents. Calculation of respondent data is calculated using the Structural Equation Model (SEM) with SmartPLS version 3.2.8. The results of this study found that there was a significant influence between perceived usefulness of seller-based mechanism, perceived usefulness of experience-based mechanism, trust in the marketplace / app, trust e-seller and brand luxury orientation on repurchase intention.

Keywords: online trust, perceived usefulness, perceived value, secondhand market, secondhand online, brand orientation, brand luxury, secondhand branded, repurchase intention