

## ABSTRAK

Tiara Fanesa Nodjeng (02011180064)

### **ANALISIS PENGARUH *PERCEIVED QUALITY*, *PRICE*, *PERCEIVED INNOVATIVENESS*, DAN *PERCEIVED POPULARITY* TERHADAP *REPURCHASE INTENTION* MELALUI *CUSTOMER SATISFACTION* PADA PELANGGAN APLIKASI SOCO BY SOCIOLLA DI SURABAYA**

(ix + 221 halaman; 17 gambar; 44 tabel; 4 lampiran)

Perkembangan teknologi telah membawa gaya hidup individu ke arah yang lebih modern sehingga memberikan dampak efektif dan efisien. Salah satu contohnya adalah electronic commerce (E-commerce). Dengan memanfaatkan jaringan telekomunikasi seperti internet industri e-commerce menjadi pilihan alternatif dimana pelanggan dapat melakukan kegiatan berbelanja secara online. Kehadiran Sociolla sebagai beauty e commerce pertama yang berasal dari Indonesia memiliki pengaruh besar dalam perkembangan industry e-commerce.

Penelitian ini dilakukan memiliki tujuan untuk mengetahui hubungan pengaruh *Perceived Quality*, *Price*, *Perceived innovativeness*, *Perceived Popularity* terhadap *Repurchase Intention* melalui *Customer Satisfaction*. Adapaun manfaat yang diharapkan dari penelitian ini adalah menambah pengetahuan dalam bidang manajemen khususnya seberapa besar pengaruh variabel-variabel tersebut sehingga dapat meningkatkan *Repurchase Intention*.

Penelitian ini merupakan penelitian kausal. Dengan menggunakan metode kuantitatif dengan bantuan program statistic SPSS 23.0. Pengumpulan data dilakukan dengan penyebaran kuisioner dengan Teknik snowball sampling kepada 102 reponden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, berdomisili di Surabaya, pernah melakukan pembelian atau transaksi menggunakan aplikasi SOCO by Sociolla untuk berbelanja sebanyak 2 kali minimal dalam kurun waktu 6 bulan terakhir, telah menginstal dan menggunakan Sociolla di ponsel minimal dalam 6 bulan terakhir.

Dalam penelitian yang telah dilakukan terdapat hasil yang menunjukkan, variabel yang berpengaruh positif signifikan terhadap *Customer Satisfaction* adalah *Perceived Quality*, *Price*, *Perceived Innovativeness*, dan yang tidak berpengaruh signifikan adalah *Perceived Popularity*. Kemudian variabel yang berpengaruh positif signifikan terhadap *Repurchase Intention* adalah *Perceived Quality*, *Price*, *Perceived Innovativeness*, *Perceived Popularity* dan *Customer Satisfaction*.

**Kata Kunci:** *Perceived Quality*, *Price*, *Perceived Innovativeness*, *Perceived Popularity*, *Customer Satisfaction* dan *Repurchase Intention*.

Referensi: 136 (1991-2020)

## ABSTRACT

Tiara Fanesa Nodjeng (02011180064)

**ANALISIS PENGARUH *PERCEIVED QUALITY, PRICE, PERCEIVED INNOVATIVENESS, DAN PERCEIVED POPULARITY* TERHADAP *REPURCHASE INTENTION* MELALUI *CUSTOMER SATISFACTION* PADA PELANGGAN APLIKASI SOCO BY SOCIOLLA DI SURABAYA**

(ix + 221 halaman; 17 gambar; 44 tabel; 4 lampiran)

Technological developments have brought individual lifestyles to a more modern direction so that they have an effective and efficient impact. One example is electronic commerce (E-commerce). By utilizing telecommunications networks such as the internet, the e-commerce industry is an alternative choice where customers can shop online. The presence of Sociolla as the first beauty e-commerce originating from Indonesia has had a major influence on the development of the e-commerce industry.

This research was conducted with the aim of knowing the relationship between Perceived Quality, Price, Perceived Innovationness, Perceived Popularity on Repurchase Intention through Customer Satisfaction. The expected benefit from this research is to increase knowledge in the field of management, especially how much influence these variables have so that they can increase repurchase intentions.

This research is a causal research. By using quantitative methods with the help of statistical program SPSS 23.0. Data collection was carried out by distributing questionnaires using the snowball sampling technique to 102 respondents with the characteristics of men and women aged 18-60 years, domiciled in Surabaya, had made purchases or transactions using the SOCO by Sociolla application to shop at least 2 times in the last 6 months. , have installed and used Sociolla on their phone for at least the last 6 months.

In the research that has been done, there are results showing that the variables that have a significant positive effect on Customer Satisfaction are Perceived Quality, Price, Perceived Innovativeness, and the one that has no significant effect is Perceived Popularity. Then the variables that have a significant positive effect on Repurchase Intention are Perceived Quality, Price, Perceived Innovativeness, Perceived Popularity and Customer Satisfaction.

**Keywords:** Perceived Quality, Price, Perceived Innovativeness, Perceived Popularity, Customer Satisfaction and Repurchase Intention.

Referensi: 136 (1991-2020)