

ABSTRAK

“ANALISIS FAKTOR YANG MEMPENGARUHI NIAT MEMBELI KEMBALI PADA *E-COMMERCE* SHOPEE”

Penelitian ini adalah penelitian yang dilakukan untuk menganalisis faktor yang mempengaruhi niat membeli kembali pada *e-commerce* Shopee. Yang pertama untuk menguji pengaruh persepsi harga terhadap persepsi nilai Shopee, persepsi harga terhadap kepuasan pelanggan Shopee, kualitas pengiriman terhadap persepsi nilai Shopee, Kualitas pengiriman terhadap kepuasan pelanggan Shopee, persepsi nilai terhadap niat membeli kembali di Shopee, persepsi nilai terhadap kepuasan pelanggan Shopee, dan kepuasan pelanggan terhadap niat membeli kembali di Shopee. Pada penelitian ini, teknik pengambilan sampel yang digunakan adalah *nonprobability sampling* dari *purposive sampling*. Pada penelitian ini, sampel yang digunakan adalah sebanyak 154 responden pengguna *e-commerce* Shopee. Kesimpulan dari penelitian ini adalah persepsi harga berpengaruh positif terhadap persepsi nilai, persepsi harga berpengaruh positif terhadap kepuasan pelanggan, kualitas pengiriman berpengaruh positif terhadap persepsi nilai, kualitas pengiriman berpengaruh positif terhadap kepuasan pelanggan, persepsi nilai berpengaruh positif terhadap niat membeli kembali, persepsi nilai berpengaruh positif terhadap kepuasan pelanggan, kepuasan pelanggan berpengaruh positif terhadap niat membeli kembali.

Kata Kunci: Persepsi Harga, Kualitas Pengiriman, Kepuasan Pelanggan, Persepsi Nilai, Niat Membeli Kembali.

ABSTRACT

“ANALISIS FAKTOR YANG MEMPENGARUHI NIAT MEMBELI KEMBALI PADA *E-COMMERCE* SHOPEE”

This research is conducted to analyze the factors that influence repurchase intention on Shopee e-commerce. The first is to examine the effect of perceived price on Shopee value perception, perceived price on Shopee customer satisfaction, delivery quality on Shopee perceived value, delivery quality on Shopee customer satisfaction, perceived value on Shopee repurchase intention, perceived value on Shopee customer satisfaction, and customer satisfaction with repurchase intention at Shopee. In this study, the sampling technique used was non-probability sampling from purposive sampling. In this study, the sample used was 154 respondents using Shopee e-commerce users. The conclusion of this study is that perceived price has a positive effect on perceived value, perceived price has a positive effect on customer satisfaction, delivery quality has a positive effect on perceived value, delivery quality has a positive effect on customer satisfaction, perceived value has a positive effect on repurchase intention, perceived value has a positive effect on customer satisfaction, customer satisfaction has a positive effect on repurchase intentions.

Keyword: *Perceived Price, Delivery Quality, Customer Satisfaction, Perceived Value, Repurchase Intention*