

ABSTRAK

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ANALISIS PENGARUH *EFFORT EXPECTANCY*, *PERFORMANCE EXPECTANCY*, *SELF-EFFICACY*, DAN *TRUST TERHADAP SATISFACTION* DAN *INTENTION TO REPURCHASE* PADA PELANGGAN ZALORA
(140 halaman; 10 gambar; 24 tabel; 6 lampiran)

Persaingan antar perusahaan ecommerce terjadi begitu ketat sehingga sangat sulit untuk bisa terus mengarahkan konsumen melakukan pembelian ulang. Konsumen dengan mudah mengalihkan pembelian pada online store yang lainnya dengan hanya mengunjungi website atau melalui aplikasinya. Tujuan penelitian ini adalah menjelaskan pengaruh *effort expectancy*, *performance expectancy*, *self efficacy*, dan *trust* terhadap *satisfaction* dan pengaruh *satisfaction* terhadap *intention to repurchase* pada Zalora.

Penelitian adalah penelitian kuantitatif dengan desain kausal. Variabel penelitian meliputi laten empat laten eksogen, yaitu: *effort expectancy*, *performance expectancy*, *self efficacy*, dan *trust*. Sedangkan variabel laten endogen meliputi: *satisfaction* dan *intention to repurchase*. Sampel penelitian sebanyak 115 sampel. Teknik pengumpulan data menggunakan kuesioner, dan diolah menggunakan structural equation model dengan program AMOS.

Temuan penelitian ini menunjukkan bahwa keseluruhan variabel laten eksogen mempengaruhi *satisfaction* kecuali *self efficacy*. Variabel yang paling mempengaruhi *satisfaction* adalah *trust*. Variabel *satisfaction* menunjukkan pengaruh yang kuat terhadap *intention to repurchase*.

Kata Kunci: *Effort Expectancy*, *Performance Expectancy*, *Self Efficacy*, *Trust*, *Satisfaction*, *Intention to Repurchase*, Zalora

ABSTRACT

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THE INFLUENCE OF *EFFORT EXPECTANCY*, *PERFORMANCE EXPECTANCY*, *SELF-EFFICACY*, AND *TRUST TOWARD SATISFACTION AND INTENTION TO REPURCHASE AT ZALORA'S CUSTOMER*

(140 pages; 10 figures; 24 table; 6 appendixs)

Competition between e-commerce companies is so tight that it is very difficult to be able to continue to direct consumers to make repeat purchases. Consumers can easily switch purchases to other online stores by simply visiting the website or through the application. The purpose of this study is to explain the effect of effort expectancy, performance expectancy, self-efficacy, and trust on satisfaction and the effect of satisfaction on intention to repurchase at Zalora.

The research is a quantitative research with a causal design. Research variables include four exogenous latents, namely: effort expectancy, performance expectancy, self-efficacy, and trust. While the endogenous latent variables include: satisfaction and intention to repurchase. The research sample was 115 samples. The data collection technique uses a questionnaire, and is processed using a structural equation model with the AMOS program.

The findings of this study indicate that all exogenous latent variables affect satisfaction except self-efficacy. The variable that most influences satisfaction is trust. The satisfaction variable shows a strong influence on the intention to repurchase.

Keywords: Effort Expectancy, Performance Expectancy, Self Efficacy, Trust, Satisfaction, Intention to Repurchase, Zalora