

ABSTRAK

Christian Calvin Anggriawan (02619230059)

ANALISIS PENGARUH *INFORMATION QUALITY*, *SERVICE QUALITY*, *PREFERENTIAL TREATMENT*, DAN *CUSTOMIZATION* TERHADAP *REPURCHASE INTENTION* MELALUI *PERCEIVED VALUE* PADA KONSUMEN APLIKASI SHOPEE ZERONE JAPAN DI SURABAYA

(xii + 176 halaman: 10 gambar, 40 tabel, 5 lampiran)

Tren perawatan kendaraan kini berfokus pada menjaga tampilan dan kinerja kendaraan tetap optimal dengan memanfaatkan teknologi dan produk ramah lingkungan. Konsumen modern mengutamakan kemudahan, efisiensi, dan keberlanjutan, termasuk penggunaan aplikasi pelacakan kondisi kendaraan dan jadwal servis rutin di bengkel resmi. Produk perawatan yang mendukung efisiensi bahan bakar dan oli ramah lingkungan juga semakin diminati. Zerone Japan hadir sebagai brand yang menyediakan berbagai kebutuhan perawatan otomotif bagi para pecinta kendaraan.

Penelitian ini bertujuan untuk mengetahui pengaruh *Information Quality*, *Service Quality*, *Preferential Treatment*, *Customization* terhadap *Repurchase Intention* melalui *Perceived Value*. Manfaat yang diharapkan dalam penelitian ini yaitu menambah wawasan dan pengetahuan terhadap ilmu manajemen serta mengenai pengaruh dari variabel-variabel yang ada dalam penelitian ini.

Penelitian ini bersifat kausal dengan metode kuantitatif dan dengan menggunakan software AMOS 24.0 untuk membantu mengolah data primer dari 150 konsumen aplikasi Shopee Zerone Japan di Surabaya yang berhasil dikumpulkan dengan menggunakan teknik Snowball Sampling. Karakteristik responden yang ada dalam penelitian ini yaitu pria dan wanita, berusia 18-60 tahun, berdomisili di Surabaya, tahun dan pernah berbelanja aplikasi Shopee Zerone Japan selama 2 kali dalam waktu 6 bulan terakhir.

Pada penelitian ini, semua variabel berpengaruh positif dan signifikan terhadap *Repurchase Intention* yaitu *Perceived Value*, *Information Quality*, *Service Quality*, *Preferential Treatment*, *Customization*.

Kata Kunci : *Information Quality*, *Service Quality*, *Preferential Treatment*, *Customization*, *Perceived Value*, *Repurchase Intention*

ABSTRACT

Christian Calvin Anggriawan (02619230059)

ANALYSIS OF THE EFFECT OF *INFORMATION QUALITY, SERVICE QUALITY, PREFERENTIAL TREATMENT, AND CUSTOMIZATION ON REPURCHASE INTENTION THROUGH PERCEIVED VALUE ON CONSUMERS SHOPEE ZERONE JAPAN APLICATIONS IN SURABAYA*

(xii + 176 pages: 10 pictures, 40 tables, 5 attachments)

The trend in vehicle care now focuses on maintaining the appearance and performance of vehicles at an optimal level by utilizing environmentally friendly technology and products. Modern consumers prioritize convenience, efficiency, and sustainability, including the use of vehicle condition tracking applications and routine service scheduling at official workshops. Care products that support fuel efficiency and environmentally friendly oils are also increasingly in demand. Zerone Japan is a brand that provides a variety of automotive care needs for vehicle enthusiasts.

This research aims to determine the influence of Information Quality, Service Quality, Preferential Treatment, and Customization on Repurchase Intention through Perceived Value. The expected benefit of this research is to expand insights and knowledge in management science and the influence of the variables in this study.

This is a causal study using a quantitative method, with AMOS 24.0 software to assist in processing primary data from 150 Zerone Japan Shopee app consumers in Surabaya, collected using the Snowball Sampling technique. The respondent characteristics in this study are men and women, aged 18-60 years, residing in Surabaya, and having shopped via the Zerone Japan Shopee app at least twice in the last six months.

In this study, all variables Perceived Value, Information Quality, Service Quality, Preferential Treatment, and Customization positively and significantly influence Repurchase Intention.

Keywords: *Information Quality, Service Quality, Preferential Treatment, Customization, Perceived Value, Repurchase Intention*