

Pengaruh perceived ease of use terhadap repurchase intention pada konsumen belanja online = The influence of perceived ease of use on repurchase intention among online shopping consumer

Swastika Pranasari, author

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh perceived ease of use terhadap repurchase intention pada konsumen belanja online. Partisipan penelitian ini adalah mahasiswa yang pernah berbelanja online, dengan jumlah 289 partisipan. Perceived ease of use dan repurchase intention diukur dengan menggunakan alat ukur Perceived Ease of Use dan alat ukur Repurchase Intention yang dikonstruksi oleh Chiu, Chang, Cheng, dan Fang (2008).

Hasil utama penelitian ini menunjukkan bahwa perceived ease of use memiliki pengaruh yang signifikan terhadap repurchase intention. Dengan demikian, penting bagi penjual produk atau jasa secara online untuk mengembangkan situs atau aplikasi belanja online yang dapat dengan mudah digunakan oleh konsumen belanja online.

.....This research aimed to find the influence of perceived ease of use on repurchase intention among online shopping consumer. Participants of this research were undergraduate students who have online shopping experience, with the amounts of 289 participants. Perceived ease of use and repurchase intention were measured using Perceived Ease of Use and Repurchase Intention measurement items made by Chiu, Chang, Chen, dan Fang (2008).

The main result of this research showed that perceived ease of use has significant impact on repurchase intention among online shopping consumer. Therefore, it is important for online retailers to develop their site or application which can be easily used by online shopping consumer.