

Analisis faktor faktor pembentuk repeat purchase intention dalam online group buying studi kasusgroupon = Forming factors of repeat purchase intention in online group buying case studygroupon / Destiara Putri

Destiara Putri

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20412766&lokasi=lokal>

Abstrak

[Kegiatan berbelanja online yang semakin marak membuat pelaku usaha e-commerce semakin bertambah. Dari sekian banyak e-commerce yang ada di Indonesia, e-commerce dalam bentuk online group buying masih berkembang di Indonesia. Salah satu e-commerce dalam bentuk online group buying yang memiliki market share terbesar adalah Groupon. Penelitian ini membahas mengenai faktor-faktor yang membentuk repeat purchase intention pada Groupon. Model penelitian ini merupakan gabungan dari penelitian yang telah dilakukan oleh Hsu et al. (2015). Dengan metode SEM, didapatkan bahwa perceived value mempengaruhi repeat purchase intention pada Groupon secara positif dan habit mempengaruhi hubungan satisfaction pada repeat purchase intention.;The increase of online shopping activities create many e-commerce businesses. But e-commerce in the form of online group buying is still growing in Indonesia. The largest market share for online group buying in Indonesia is Groupon. This study discusses the forming factors of repeat purchase intention towards Groupon. The research model is a combination of the previous research that has been conducted by Hsu et al. (2015). Structural Equation Modeling is used to analyze the relationship between each variables. It was found that perceived value can affect repeat purchase intention positively and habit can affect the relationship between satisfaction and repeat purchase intention.;The increase of online shopping activities create many e-commerce businesses. But e-commerce in the form of online group buying is still growing in Indonesia. The largest market share for online group buying in Indonesia is Groupon. This study discusses the forming factors of repeat purchase intention towards Groupon. The research model is a combination of the previous research that has been conducted by Hsu et al. (2015). Structural Equation Modeling is used to analyze the relationship between each variables. It was found that perceived value can affect repeat purchase intention positively and habit can affect the relationship between satisfaction and repeat purchase intention.;The increase of online shopping activities create many e-commerce businesses. But e-commerce in the form of online group buying is still growing in Indonesia. The largest market share for online group buying in Indonesia is Groupon. This study discusses the forming factors of repeat purchase intention towards Groupon. The research model is a combination of the previous research that has been conducted by Hsu et al. (2015). Structural Equation Modeling is used to analyze the relationship between each variables. It was found that perceived value can affect repeat purchase intention positively and habit can affect the relationship between satisfaction and repeat purchase intention., The increase of online shopping activities create many e-commerce businesses. But e-commerce in the form of online group buying is still growing in Indonesia. The largest market share for online group buying in Indonesia is Groupon. This study discusses the forming factors of repeat purchase intention towards Groupon. The research model is a combination of the previous research that has been conducted by Hsu et al. (2015). Structural Equation Modeling is used to analyze the relationship between each variables. It was found that perceived value can affect repeat purchase intention positively and habit can affect the relationship between satisfaction and repeat purchase intention.]