

Pengaruh faktor evaluasi produk, kepercayaan dan aspek e-commerce adoption terhadap repurchase intention pada website e-tailer sociolla = The effect of product evaluation, trust, and e-commerce adoption toward repurchase intention on website e-tailer sociolla

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Abstrak

E-commerce diprediksi terus berkembang dan menjadi incaran pelaku bisnis untuk menjadikan e-commerce sebuah alternatif strategi berbisnis. E-commerce di Indonesia menunjukkan pertumbuhan yang baik pada tahun 2017. Pebisnis online perlu memperhatikan aspek evaluasi produk. Selain itu, perlu juga memperhatikan aspek kepercayaan dalam lingkup online. Aspek e-commerce adoption juga patut diperhatikan agar dapat menyesuaikan ekspektasi konsumen dan membangun kepercayaan dengan konsumennya.

Penelitian ini bertujuan untuk melihat pengaruh faktor evaluasi produk, kepercayaan, dan aspek e-commerce adoption terhadap repurchase intention pada pembelian produk kecantikan di website Sociolla. Desain penelitian ini menggunakan conclusive descriptive dengan pengambilan sampel secara judgmental sampling. Kriteria sampel yang menjadi responden adalah wanita yang berdomisili di JABODETABEK dan telah melakukan pembelian produk kecantikan di Sociolla. Penyebaran kuesioner penelitian dilakukan secara online kepada konsumen produk kecantikan yang telah melakukan pembelian di Sociolla. Data terkumpul sebanyak 203 kuesioner yang telah diisi oleh konsumen Sociolla.

Hasil penelitian ini menunjukkan bahwa variabel online trust dan perceived value mempengaruhi repurchase intention. Temuan lainnya adalah perceived quality berpengaruh terhadap perceived value. Variabel website reputation memiliki pengaruh terhadap perceived quality dan perceived value. Variabel online trust dapat mempengaruhi perceived usefulness. Pada temuan penelitian ini menunjukkan juga bahwa Variabel perceived value memiliki pengaruh paling besar terhadap repurchase intention.

.....E commerce is predicted to continue to grow and become the target of business people to make e commerce an alternative business strategy. E commerce in Indonesia shows good growth in 2017. Online businessmen need to pay attention to aspects of product evaluation. In addition, it is also necessary to pay attention to the aspects of trust in the online scope. Aspects of e commerce adoption are also noteworthy in order to adjust consumer expectations and build trust with consumers.

This study aims to look at the effect of product evaluation factors, trust, and e commerce aspects of adoption on repurchase intention for Sociolla rsquo s consumers. The design of this study using conclusive descriptive with sampling by judgmental sampling. The sample criteria that became respondents were women who were domiciled in JABODETABEK and had been spending on beauty products at Sociolla. The dissemination of research questionnaires was conducted online to consumers of beauty products who had made purchases in Sociolla. Data collected as 203 questionnaires that have been filled by consumers Sociolla.

The results of this study indicate that online trust and perceived value variables affect repurchase intention. Other findings are that perceived quality influences perceived value. Website reputation variables have an influence on perceived quality and perceived value. Online trust variables can affect perceived usefulness.

The findings of this study also show that perceived value variables have the greatest influence on repurchase intention.