

Analisis faktor-faktor yang memengaruhi niat pengguna dalam melakukan pembelian kembali pada aplikasi E-Grocery = Analysis of factors affecting consumer intentions in making repurchases on E-Grocery Applications

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Abstrak

E-Grocery merupakan layanan grocery yang dilakukan secara online, yang mana pelanggan dapat melakukan pemesanan, memilih dan membayar belanja mereka secara online hanya dengan menggunakan aplikasi mobile. Pengguna e-grocery semakin meningkat dikarenakan adanya pandemi COVID-19. Pada Kuartal pertama tahun 2020, bisnis e-grocery mendapati lonjakan pengguna sebesar 20% dari sebelum masa pandemi. Penelitian ini dilakukan untuk mengetahui faktor-faktor yang dapat memengaruhi niat pengguna dalam melakukan pembelian kembali di aplikasi e-grocery. Hasil dari penelitian ini diolah dari 427 responden valid. Data tersebut kemudian dianalisis menggunakan metode Covariance Based Structural Equation Modelling (CB-SEM) dengan bantuan software AMOS 24. Hasil pengolahan data dan analisis data menunjukkan bahwa faktor yang memengaruhi memengaruhi niat pengguna dalam melakukan pembelian kembali di aplikasi e-grocery, yaitu online shopping satisfaction, trust to e-grocery, repurchase intention, perceived value, perceived price fairness, service excellence, attitude, efficiency, health conscious, dan product excellence.

.....E-Grocery is an online grocery service, where customers can place orders, choose and pay for their shopping online using only a mobile application. E-grocery users are increasing due to the COVID-19 pandemic. In the first quarter of 2020, the e-grocery business saw a 20% jump in users from before the pandemic. The study was conducted to see the factors that can influence user intentions to make repurchases in electronic store applications. The research results were processed from 427 valid respondents. The data is then analyzed using the Covariance Based Structural Equation Modeling (CB-SEM) method with the help of AMOS 24 software. The results of data processing and data analysis show that the factors that influence user intention to make repurchases in e-grocery applications are online shopping satisfaction, , trust in e-grocery, repurchase intention, perceived value, perceived price fairness, service excellence, attitude, efficiency, health awareness, and product excellence.