

# Analysing the Impact of Customer Perception of Online Retail Ethics towards Repurchase Intention of Millennials and Generation Z = Menganalisis Dampak Persepsi Pelanggan Terhadap Etika Ritel Online pada Repurchase Intention Generasi Milenial dan Generasi Z

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## Abstrak

Kehadiran dan peran retail dan pasar online di Indonesia tidak bisa diabaikan. Tingginya akses dan transaksi yang dilakukan secara online menimbulkan kekhawatiran terhadap praktik etika antara pelaku bisnis online dengan pelanggannya. Tesis ini membahas persepsi pelanggan terhadap etika ritel online dan dampaknya terhadap persepsi risiko dan repurchase intention. Penelitian ini juga memperkenalkan analisis tambahan berdasarkan kelompok generasional yaitu Milenial dan Generasi Z; dan juga analisis berdasarkan tingkat keterlibatan produk. Penelitian ini merupakan penelitian kuantitatif yang berhasil mengumpulkan 500 responden melalui survei daring sebagai metode utama pengumpulan data. Hasil analisis menyimpulkan bahwa persepsi etika ritel online berpengaruh negatif terhadap persepsi risiko dan berpengaruh positif terhadap repurchase intention. Analisis tambahan juga menemukan bahwa terdapat: perbedaan signifikan dalam persepsi etika ritel online dan repurchase intention antara generasi Milenial dan Gen Z; dan perbedaan signifikan dalam persepsi risiko dan repurchase intention antara pelanggan produk dengan keterlibatan tinggi dan pelanggan produk dengan keterlibatan rendah.

.....The presence and role of online retailers and marketplaces in Indonesia cannot be underestimated. The high number of access and transactions carried out online brings forth concern of ethical practices between online businesses and their customers. This thesis discusses customers' perception of online retail ethics and their impact on risk perceptions and repurchase intentions. This research also introduces additional analysis on generational groups with Millennials and Generation Z; and product categories based on the level of product involvement. The study is a quantitative research that has successfully collected 500 respondents through an online survey as the main method of data collection. The analyses concluded that perception of online retail ethics has a negative effect on perceived risk and a positive effect on repurchase intention. The additional analyses also discovered that there are: significant differences in perception of online retail ethics and repurchase intention between Millennials and Gen Z; and significant differences in perceived risk and repurchase intention between customers of high-involvement and low-involvement products.