

# Analisis Faktor-faktor yang Mempengaruhi Intensi Repurchase dan Word-of-Mouth pada E-Commerce Fashion (Studi pada Zalora) = Analysis of Factors that Influence Repurchase Intention and Word-of-Mouth in Fashion E-Commerce (Study on Zalora)

Veronica, author

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## Abstrak

<p>Pertumbuhan e-commerce di Indonesia menunjukkan peningkatan yang signifikan dan sektor fashion menjadi salah satu kategori terbesar dalam penjualan online. Intensi repurchase dan WOM adalah dua faktor penting yang menentukan keberhasilan jangka panjang dan profitabilitas platform e-commerce. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi intensi repurchase dan WOM pada e-commerce fashion, khususnya Zalora. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan desain deskriptif konklusif dengan metode non-probability purposive sampling. Data dikumpulkan melalui kuesioner yang disebarakan kepada 235 responden yang merupakan pengguna aktif Zalora dari generasi Y dan Z. Analisis data dilakukan menggunakan Structural Equation Modeling (SEM) dengan metode Partial Least Squares (PLS). Hasil penelitian menunjukkan bahwa Cash on Delivery, Reputation, dan Information memiliki pengaruh yang signifikan terhadap Customer Trust tetapi Return Policy Leniency tidak memiliki pengaruh yang signifikan. Reputation beserta Product Availability dan Timely Product Delivery juga memiliki pengaruh yang signifikan terhadap Customer Satisfaction tetapi Information dan Shipment Condition tidak memiliki pengaruh yang signifikan. Sementara Customer Trust dan Customer Satisfaction memiliki hubungan yang signifikan terhadap Repurchase dan WOM Intention.

.....The growth of e-commerce in Indonesia has shown a significant increase, and the fashion sector has become one of the largest categories in online sales. Repurchase intention and WOM are two important factors that determine the long-term success and profitability of e-commerce platforms. This study aims to analyze the factors that influence repurchase intention and WOM in fashion e-commerce, specifically Zalora. The research method used is a quantitative approach with a descriptive conclusive design and a non-probability purposive sampling method. Data were collected through questionnaires distributed to 235 respondents who are active Zalora users from generations Y and Z. Data analysis was conducted using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) method. The results of the study indicate that Cash on Delivery, Reputation, and Information have a significant influence on Customer Trust, but Return Policy Leniency does not have a significant influence. Reputation, along with Product Availability and Timely Product Delivery, also have a significant influence on Customer Satisfaction, but Information and Shipment Condition do not have a significant influence. Meanwhile, Customer Trust and Customer Satisfaction have a significant relationship with Repurchase and WOM Intention.</p>