



## ABSTRAK

Saat ini fenomena telah memperlihatkan paradigma yang semakin bergeser dari kekuatan ekonomi yang bertumpu pada pembuat (*manufacturer*) sebagai kekuatan pasar kepada masyarakat *virtual*. Salah satu alternatif belanja dengan gaya hidup masa kini adalah belanja *online*. Belanja *online* merupakan suatu bentuk perdagangan elektronik yang digunakan pada transaksi *business-to-business* (B2B) dan *business-to-consumer* (B2C). *Online shopping* menyediakan banyak kemudahan dan kelebihan jika dibandingkan dengan cara belanja yang tradisional. Internet menyediakan hampir semua macam produk yang ditawarkan secara lengkap. Seluruh informasi tentang produk jualan juga tersedia, sehingga seandainya tidak membeli secara *online*, bisa saja mendapatkan banyak informasi penting yang diperlukan untuk memilih suatu produk.

Tujuan studi ini adalah membuktikan dan menganalisis pengaruh antar variabel dengan sepuluh hipotesis. Populasi dalam studi ini adalah individu yang pernah membeli di Lazada. Sampel diambil dengan teknik *purposive sampling* dengan kriteria pembeli yang telah melakukan pembelian lebih dari satu kali dalam satu tahun dan berusia di atas 17 tahun. Sampel berjumlah 271 responden. Kuesioner dibagikan secara *online* pada pelanggan Lazada. Total kuesioner yang diolah adalah 271 kuesioner. Hasil kuesioner diolah dengan teknik analisis SEM menggunakan *software* AMOS 16,0. Sebelumnya *uji discriminant validity* dan *construct reliability* digunakan untuk menguji validitas dan reliabilitas instrumen penelitian.

Hasil studi menunjukkan bahwa : 1. *Perceived Reputation* berpengaruh positif terhadap *Online Repurchase Intention*. 2. *Perceived Reputation* berpengaruh positif terhadap *Online Trust*. 3. *Perceived Risk* berpengaruh positif terhadap *Online Trust*. 4. *E-Commerce Knowledge* tidak berpengaruh terhadap *Online Trust*. 5. *Perceived Ease of Use* berpengaruh positif terhadap *Online Trust*. 6. *Perceived Ease of Use* berpengaruh positif terhadap *Online Repurchase Intention*. 7. *Perceived Value* berpengaruh positif terhadap *Satisfaction*. 8. *Online Trust* berpengaruh positif terhadap *Online Repurchase Intention*. 9. *Online Trust* berpengaruh positif terhadap *Satisfaction*. 10. *Satisfaction* berpengaruh positif terhadap *Online Repurchase Intention*.

**Kata Kunci :** *Perceived Reputation, Online Repurchase Intention, Ecommerce Knowledge, Online Trust, Perceived Risk, Perceived Value, Perceived Ease of Use dan Satisfaction*



## ABSTRACT

*The phenomenon has shown that increasingly shifting paradigms of economic power rests on the manufacturer (manufacturer) as the market power of the virtual community. Shopping of today's lifestyle is online shopping. Online shopping is a form of electronic commerce transactions used in business-to-business (B2B) and business-to-consumer (B2C). Online shopping provides conveniences and advantages when compared to the traditional shopping. The Internet provides all of products and information about selling products so it could get a lot of vital information needed to select a product.*

*The aims of this study was to prove and analyze influence among variables with ten hypotheses. The population in this study are customers who buy at Lazada and more than 17 years old. Sampel were taken by using purposive sampling technique. The number of samples were 271. The questionnaires were distributed by online to customers of Lazada. The total of processed questionnaires are 271. The results of processed questionnaires by using SEM analysis techniques in usage of AMOS 16.0 software. Previously test discriminant construct validity and reliability were used to test the validity and reliability of research instrument.*

*The result of study proved that shows that: 1. Perceived Reputation affected to Online Repurchase Intention. 2. Perceived Reputation affected to Online Trust. 3. Perceived Risk affected to Online Trust. 4. E-Commerce Knowledge did not affect to Online Trust 5. Perceived Ease of Use affected to Online Trust. 6. Perceived Ease of Use affected to Online Repurchase Intention. 7. Perceived Value affected to Satisfaction. 8. Online Trust affected to Online Repurchase Intention. 9. Online Trust affected to Satisfaction. 10. Satisfaction affected to Online Repurchase Intention.*

*Keyword : Perceived Reputation, Online Repurchase Intention, Ecommerce Knowledge, Online Trust, Perceived Risk, Perceived Value, Perceived Ease of Use and Satisfaction*