

ABSTRAK

Media elektronik menjadi salah satu media andalan untuk melakukan komunikasi dan bisnis. Pengguna internet di Indonesia pada tahun 2017 mencapai 132 juta penduduk dimana pertumbuhan pasar ecommercenya mencapai 22% untuk wilayah Asia Pasifik. Adanya pergeseran budaya transaksi dari *offline* menjadi online menimbulkan adanya peluang bisnis, khususnya pada jual beli online motor klasik. Penelitian ini bertujuan untuk mengetahui pengaruh *e-commerce knowledge*, *perceived reputation*, *perceive risk* dan *perceive technology* terhadap kepercayaan dan *repurchase intention* konsumen pada umkm bidang otomotif berbasis online (studi pada pengguna motor klasik). Penelitian ini merupakan penelitian kuantitatif dengan kuesioner terhadap 170 responden yang teknik analisisnya menggunakan *Partial Least Square (PLS)*. Dalam penelitian ini ditemukan *E-commerce knowledge* tidak berpengaruh signifikan terhadap Kepercayaan Konsumen, *Perceived reputation* berpengaruh signifikan terhadap Kepercayaan Konsumen, *Perceived risk* tidak berpengaruh signifikan terhadap Kepercayaan Konsumen, *Perceived technology* berpengaruh signifikan terhadap Kepercayaan Konsumen, Kepercayaan Konsumen berpengaruh signifikan terhadap *Repurchase Intention*.

Kata Kunci : *e-commerce knowledge*, *perceived reputation*, *perceive risk* dan *perceive technology*

ABSTRACT

Electronic media become one of the mainstay media for communication and business. Internet users in Indonesia in 2017 reached 132 million people where the growth of ecommerce market reached 22% for the Asia Pacific region. The existence of a cultural shift from offline transactions to online cause of business opportunities, especially on the sale and purchase of classic motor online. This study aims to determine the effect of e-commerce knowledge, perceived reputation, perceive risk and perceive technology to the beliefs and *repurchase intention* consumer in the online automotive field (studies on classical motor users). This research is a quantitative research with questionnaire to 170 respondents whose analysis technique using Partial Least Square (PLS). In this research, E-commerce knowledge has no significant effect on Consumer Confidence, Perceived reputation has significant influence to Consumer Confidence, Perceived Risk has no significant effect on Consumer Confidence, Perceived technology has significant effect on Consumer Confidence, Consumer Trust has significant effect on *Repurchase Intention*.

Keyword : *e-commerce knowledge, perceived reputation, perceive risk dan perceive technology*