

ABSTRAK

Perkembangan dunia informasi dan teknologi bagi masyarakat sangatlah pesat. Hal ini terlihat dalam penggunaan *online* sebagai media untuk memenuhi kebutuhan masyarakat, di antaranya munculnya *e-market place*, *online shop* atau *e-commerce*. Dengan demikian masyarakat harus memperhatikan hal-hal yang terkait di dalamnya dengan pengalaman dan pengetahuannya secara komprehensif mengenai *e-commerce*. Penelitian ini difokuskan pada *e-market place* JD.Id dengan memperhatikan pengaruh antar variabel yaitu *Information searching cost*, *perceived value*, *repurchase intention* dan *moral hazard cost*. Penelitian ini menggunakan jenis penelitian kuantitatif dengan menggunakan Amos terhadap 200 sampel. Adapun hasil penelitian menunjukkan *information searching cost* berpengaruh terhadap *perceived value* dengan nilai P kurang dari 0.05, yaitu 0.000 dan *moral hazard cost* juga berpengaruh terhadap *perceived value* sesuai dengan hasil nilai P sebesar 0.000. *perceived value* berpengaruh terhadap *repurchase intention* karena nilai P lebih rendah dari 0.05, yaitu sebesar 0.049. Sedangkan *information searching cost* berpengaruh terhadap *repurchase intention* dengan nilai P sebesar 0.000 sebab kurang dari 0.05. berdasarkan hasil penelitian ini, menunjukkan perlunya penelitian lain selain variabel tersebut dan objek lain, atau penelusuran secara mendalam variabel yang telah dilakukan oleh peneliti.

Kata Kunci: *Online Shop, Information searching cost, perceived value, repurchase intention, moral hazard cost.*

ABSTRACT

The development of the world of information and technology for society is very rapid. This can be seen in the use of online as a medium to meet people's needs, including the emergence of e-market place, online shop or e-commerce. Thus the community must pay attention to matters related to it with their comprehensive experience and knowledge of e-commerce. This study focused on JD.Id e-market place by paying attention to the influence between variables, namely information searching costs, perceived value, repurchase intention and moral hazard costs. This study used a type of quantitative research using Amos for 200 samples. The results of the study showed that information searching cost affected on perceived value with a P value of less than 0.05, which was 0.000 and the moral hazard cost also affected the perceived value in accordance with the result of P value of 0.000. perceived value effected on repurchase intention because the P value was lower than 0.05, which was equal to 0.049. While information searching cost affected on repurchase intention with a P value of 0.000 because it was less than 0.05. based on the results of this study, showed the need for other studies other than these variables and other objects, or in-depth search of the variables that had been carried out by the researcher.

Keywords: Online Shop, Information searching cost, perceived value, repurchase intention, moral hazard cost.