

Pengaruh *Online Shopping Convenience* terhadap *Repurchase Intention* dan *e-WOM* yang dimediasi oleh variabel *Customer Satisfaction* pada *e-commerce*

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *online shopping convenience* pada *repurchase intention* dan *e-WOM* serta mengukur pengaruh variabel mediasi *customer satisfaction*. Sampel berjumlah 219 responden yang pernah melakukan *online shopping* pada aplikasi/situs *e-commerce* di Indonesia. *Partial Least Square - Structural Equation Modeling* (PLS - SEM) digunakan untuk memvalidasi model pengukuran dan untuk menguji hubungan dalam model. Penelitian ini juga menemukan tidak adanya pengaruh *online shopping convenience* pada *repurchase intention* tanpa adanya mediasi *customer satisfaction*. Berbeda dengan hasil *online shopping convenience* yang dapat mempengaruhi *e-WOM* dengan atau tanpa adanya mediasi *customer satisfaction*. Serta hasil menunjukkan bahwa *customer satisfaction* secara langsung dapat mempengaruhi *repurchase intention* dan *e-WOM*. Dalam menghadapi temuan, penjual harus sadar bahwa harapan pelanggan tentang *online shopping convenience* telah meningkat sebagai respon yang telah diberikan kepada aplikasi/situs *e-commerce*. Oleh karena itu, perlu adanya pemantauan yang sering dilakukan tentang persepsi *online shopping convenience* agar meningkatkan layanan *online shopping convenience*.

Kata kunci: *Online Shopping Convenience, Customer Satisfaction, Repurchase Intention, e-WOM, e-Commerce*

**The Effect of Online Shopping Convenience on Repurchase Intention
and e-WOM mediated by the Customer Satisfaction variable in e-
commerce**

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ABSTRACT

The purpose of this research is to examine the effect of online shopping convenience on repurchase intention and e-WOM and measure the effect of customer satisfaction mediation variables. The sample is 219 respondents who have done online shopping on e-commerce applications / sites in Indonesia. Partial Least Square - Structural Equation Modeling (PLS - SEM) is used to validate the measurement model and to test relationships in the model. This study also found no influence of online shopping convenience on repurchase intention without mediating customer satisfaction. In contrast to the results of online shopping convenience that can affect e-WOM with or without mediation of customer satisfaction. And the results show that customer satisfaction can directly affect repurchase intention and e-WOM. In the face of findings, sellers must be aware that customer expectations about online shopping convenience have increased as responses have been given to e-commerce applications / sites. Therefore, there is a need for frequent monitoring of online shopping convenience perceptions in order to improve online shopping convenience services.

Keywords: Online Shopping Convenience, Customer Satisfaction, Repurchase Intention, e-WOM, e-Commerce