



THE INFLUENCE OF TOKOPEDIA BUSINESS STRATEGY ON REPURCHASE INTENTION

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain

Sarjana Administrasi Bisnis

By:

Abrar Fadhlurrahman Yusar

ID no. 015201900055

FACULTY OF BUSINESS

BUSINESS ADMINISTRATION STUDY PROGRAM

CIKARANG

AUGUST 25, 2024

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Non-qualifying text, such as bullet points, annotated bibliographies, etc., will not be processed and can create disparity between the submission highlights and the percentage shown.



ABSTRAK

Tujuan – Penelitian ini bertujuan untuk menguji pengaruh promosi penjualan, kepercayaan merek, pengalaman berbelanja, gaya hidup, dan kualitas layanan terhadap minat beli ulang online di Tokopedia.

Desain/Metode - Peneliti menggunakan metode kuantitatif sebagai pendekatan utama dalam penelitian ini. Untuk menguji temuan penelitian, peneliti menggunakan data yang dikumpulkan dari 225 responden. Salah satu alat statistik dalam analisis data adalah Partial-Least Squares Structural Equation Modeling atau yang dikenal sebagai PLS-SEM.

Temuan - Semua hipotesis dalam penelitian ini diterima, semua faktor Promosi Penjualan (P), Kepercayaan Merek (BT), Pengalaman Pelanggan (CE), Gaya Hidup (LS), dan Kualitas Layanan (SQ), terhadap Minat Beli Ulang Online (PI), memiliki pengaruh positif terhadap Minat Beli Ulang Online di Tokopedia. Implikasi Praktis – Karena semua variabel, yaitu Promosi Penjualan (P), Kepercayaan Merek (BT), Pengalaman Pelanggan (CE), Gaya Hidup (LS), dan Kualitas Layanan (SQ), hingga Niat Beli Online (PI), memiliki pengaruh positif terhadap Niat Beli Ulang Online Tokopedia. Hal ini telah terbukti memengaruhi niat beli ulang online, sehingga penting bagi perusahaan untuk mempertahankan tren positif ini. Hasil studi ini tentunya memiliki implikasi praktis, terutama terkait strategi bisnis digital atau e-commerce dan perilaku konsumen di kota-kota besar (Jabodetabek).

Kata Kunci - Promosi Penjualan, Kepercayaan Merek, Pengalaman Pelanggan, Gaya Hidup, Kualitas Layanan, Niat Beli Online, Tokopedia.

ABSTRACT

Purpose – This research aims to examine the influence of sales promotion, brand trust, customer experience, lifestyle, and service quality to Tokopedia online repurchase intention.

Design/Method - The researcher used a quantitative method as the main approach in this research. In order to examine the study's findings, the researcher used the data that was collected from the 225 respondents. One of the statistical tools in data analysis is Partial-Least Squares Structural Equation Modelling or known as PLS-SEM. PLS-SEM.

Findings - All hypotheses in this study are accepted, all factors of Sales Promotion (P), Brand Trust (BT), Customer Experience (CE), Lifestyle (LS), Service Quality (SQ), to Online Repurchase Intention (PI), has a positive influence to Tokopedia Online Repurchase Intention.

Practical Implications – Because aspects of all variables of Sales Promotion (P), Brand Trust (BT), Customer Experience (CE), Lifestyle (LS), Service Quality (SQ), to Online Repurchase Intention (PI), has a positive influence to Tokopedia Online Repurchase Intention. It has been proven to influence online repurchase intention, it is crucial for companies to maintain this positive trend. The results of this study certainly have practical implications, particularly regarding digital business strategies or e-commerce and consumer behavior in large cities.

Keywords - Sales Promotion, Brand Trust, Customer Experience, Lifestyle, Service Quality, Online Repurchase Intention, Tokopedia.

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