

ABSTRAK

Judul : Pengaruh *Perceived Ease of Use* dan *Trust* terhadap *Repurchase Intention* melalui *Satisfaction*. (Studi Kasus pada Pengguna Aplikasi *E-Commerce* Blibli.com di Jalan Bulungan, Jakarta Selatan)

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Penelitian ini bertujuan untuk mengetahui pengaruh *Perceived Ease of Use* dan *Trust* terhadap *Repurchase Intention* dengan *Satisfaction* sebagai variabel *Intervening* pada konsumen Blibli.com di Jalan Bulungan, Jakarta Selatan. Variabel Independen terdiri atas *Perceived Ease of Use* dan *Trust*, variabel dependen adalah *Repurchase Intention*, dan variabel *Intervening* adalah *Repurchase Intention*. Penelitian ini dilakukan pada konsumen Blibli.com di Jalan Bulungan Jakarta Selatan yang sudah melakukan pembelian sebanyak dua kali atau lebih. Sampel yang digunakan adalah sebanyak 200 responden dengan teknik pengambilan sampel yaitu *purposive sampling*. Jenis penelitian ini adalah asosiatif yang bersifat kausal dan metode yang digunakan dalam penelitian ini adalah Analisis Jalur (*Path Analysis*).

Hasil Penelitian ini menunjukkan bahwa *Perceived Ease of Use* dan *Trust* berpengaruh secara positif dan signifikan terhadap *Satisfaction* dan *Repurchase Intention*. *Satisfaction* berhasil menjadi variabel *Intervening* bagi *Perceived Ease of Use* dan *Trust* karena memiliki nilai pengaruh tidak langsung yang lebih besar dibandingkan dengan pengaruh langsungnya.

Kata Kunci : *Perceived Ease of Use, Trust, Satisfaction, Repurchase Intention, Blibli.com*

ABSTRAK

Title : *The Influence of Perceived Ease of Use and Trust on Repurchase Intention through Satisfaction. (Case Study on E-Commerce Application Blibli.com on Bulungan Street, South Jakarta)*

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This Research aims to acknowledge the influence of Perceived Ease of Use and Trust towards Repurchase Intention through Satisfaction as its Intervening variable of Blibli.com's consumer in Bulungan Street, South Jakarta. The Independent Variables are Perceived Ease of Use and Trust, the Dependent Variable is Repurchase Intention and the Intervening Variable is Repurchase Intention. This Research has been done to consumers of Blibli.com around Bulungan Street which have used Blibli.com Application for twice or more. The total sample that have been used is 200 respondents by using Purposive Sampling as its techniques. The types of this research is associative research which is causal. The analytical method uses analytics techniques of Path Analysis.

The results shows that Perceived Ease of Use and Trust influence positively and significantly towards Satisfaction and Repurchase Intention. Satisfaction is succeed being the Intervening Variable because the indirect effect is larger than its direct effect

Keywords : Perceived Ease of Use, Trust, Satisfaction, Repurchase Intention, Blibli.com