

ABSTRAK

Kevin Rian Ravelly, 2017; Pengaruh *Customer Satisfaction*, *Perceived Ease of Use*, dan *Perceived Ease of Use* terhadap *Repurchase Intention* (Survei pelanggan Mataharimall.com di Jabodetabek). Skripsi, Jakarta: Konsentrasi Manajemen Pemasaran, Program Studi Manajemen, Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Jakarta. Tim Pembimbing: Setyo Ferry Wibowo, SE, M.Si & Agung Kresnamurti Rivai P, MM.

Tujuan dari penelitian ini adalah: 1) Untuk mengetahui apakah *customer satisfaction* berpengaruh signifikan terhadap *repurchase intention* pada situs belanja *online* Mataharimall.com. 2) Untuk mengetahui apakah *perceived ease of use* berpengaruh signifikan terhadap *repurchase intention* pada situs belanja *online* Mataharimall.com. 3) Untuk mengetahui apakah *perceived usefulness* berpengaruh signifikan terhadap *repurchase intention* pada situs belanja *online* Mataharimall.com. Metode pengumpulan data menggunakan metode survey dengan instrumen berupa kuesioner. Objek penelitian ini adalah 200 responden yang telah berbelanja di situs belanja *online* Mataharimall.com. Teknis analisis data menggunakan Lisrel dan SPSS versi 24 untuk mengolah dan menganalisis data hasil penelitian. Teknik *Sampling* yang digunakan pada penelitian adalah *purposive sampling*. Hasil dari penelitian ini adalah *customer satisfaction* berpengaruh positif dan signifikan terhadap *repurchase intention*, *perceived ease of use* berpengaruh positif dan signifikan terhadap *repurchase intention*, *perceived usefulness* berpengaruh positif dan signifikan terhadap *repurchase intention*.

Kata kunci: *Customer Satisfaction*, *Perceived Ease of Use*, *Perceived Usefulness*, *Repurchase Intention*, *E-Commerce*, *Online Shopping*, *Mataharimall.com*.

ABSTRACT

Kevin Rian Ravelly, 2017; *The Impact of Customer Satisfaction, Perceived Ease of Use, and Perceived Ease of Use to Repurchase Intention (Mataharimall.com Customer Survey in Jabodetabek)*. Skripsi, Jakarta: Marketing Management Concentration, Management Study Program, Departemen of Management, Faculty of Economics, State University of Jakarta. Advisory: Setyo Ferry Wibowo, SE, M.Si & Agung Kresnamurti Rivai P, MM.

The purpose of this research are: 1) To determine whether customer satisfaction affect significantly to repurchase intention of online shopping website Mataharimall.com 2) To determine whether perceived ease of use affect significantly to repurchase intention of online shopping website Mataharimall.com 3) To determine whether perceived usefulness affect significantly to repurchase intention of online shopping website Mataharimall.com. in order to collecting data, this study using survey with questionnaire as it's instrument. Object of this study is 200 respondents who have shopping at online shopping website Mataharimall.com. To analyze and process the data, this study use Lisrel and SPSS Ver.24. The sampling technique used in this research is purposive sampling. The result of this research is customer satisfaction have positive and significant effect to repurchase intention, perceived ease of use have positive and significant effect on repurchase intention, and perceived usefulness have positive and significant effect on repurchase intention.

Keywords: *Customer Satisfaction, Perceived Ease of Use, Perceived Usefulness, Repurchase Intention, E-Commerce, Online Shopping, Mataharimall.com.*