

RINGKASAN

Penelitian ini berjudul “Pengaruh Pengalaman Pelanggan, Kemudahan Penggunaan, Kepercayaan Konsumen Dan *Electronic Word Of Mouth* Terhadap Niat Beli Ulang Pada Pengguna Aplikasi Shopee Di Kota Purwokerto”. Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh variabel pengalaman pelanggan (X1), kemudahan penggunaan (X2), kepercayaan konsumen (X3) dan *electronic word of mouth* (X4) terhadap niat beli ulang (Y) pada aplikasi Shopee. Teknik pengambilan sampel menggunakan metode *nonprobability sampling* dengan teknik *purposive sampling*, menggunakan sampel sebanyak 100 responden. Teknik analisis data dilakukan dengan metode analisis regresi linier berganda menggunakan program SPSS versi 26.00.

Hasil analisis data menyatakan bahwa: (1) Pengalaman Pelanggan berpengaruh positif dan signifikan terhadap niat beli ulang. Hal ini dibuktikan dengan besarnya nilai $t_{hitung} (6,786) > t_{tabel} (1,661)$. (2) Kemudahan Penggunaan berpengaruh positif dan signifikan terhadap niat beli ulang. Hal ini dibuktikan dengan besarnya nilai $t_{hitung} (4,129) > t_{tabel} (1,661)$. (3) Kepercayaan Konsumen berpengaruh positif dan signifikan terhadap niat beli ulang. Hal ini dibuktikan dengan besarnya nilai $t_{hitung} (2,979) > t_{tabel} (1,661)$. (4) *Electronic Word Of Mouth* berpengaruh positif dan signifikan terhadap niat beli ulang. Hal ini dibuktikan dengan besarnya nilai $t_{hitung} (2,220) > t_{tabel} (1,661)$. Dengan demikian maka hipotesis pertama, kedua, ketiga dan keempat dalam penelitian ini diterima.

Kata Kunci: Pengalaman Pelanggan, Kemudahan Penggunaan, Kepercayaan Konsumen, *Electronic Word Of Mouth* dan Niat Beli Ulang.

SUMMARY

THE INFLUENCE OF CUSTOMER EXPERIENCE, EASE OF USE, CONSUMER TRUST, AND ELECTRONIC WORD OF MOUTH ON REPURCHASE INTENTIONS ON SHOPEE USERS IN PURWOKERTO CITY

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2023

This research is entitled "The Effect Of Customer Experience, Ease Of Use, Consumer Trust And Electronic Word Of Mouth On Repurchase Intentions On Shopee Application Users In Purwokerto City". The purpose of this study was to find out and analyze the influence of customer experience variables (X1), ease of use (X2), consumer confidence (X3) and electronic word of mouth (X4) on repurchase intention (Y) on the Shopee application. The sampling technique uses a nonprobability sampling method with purposive sampling technique, using a sample of 100 respondents. The data analysis technique was performed by the multiple linear regression analysis method using the SPSS program version 26.00.

The results of the data analysis state that: (1) Customer Experience has a positive and significant effect on repurchase intentions. This is evidenced by the magnitude of $t_{\text{calculated}}$ t-test (6.786) > t_{table} (1.661). (2) Ease of Use has a positive and significant effect on repurchase intentions. This is evidenced by the magnitude of t-test (4.129) > t_{table} (1.661). (3) Consumer Confidence has a positive and significant effect on repurchase intentions. This is evidenced by the magnitude of t-test (2.979) > t_{table} (1.661). (4) Electronic Word of Mouth has a positive and significant effect on repurchase intentions. This is evidenced by the magnitude of t-test (2,220) > t_{table} (1.661). Thus the first, second, third and fourth hypotheses in the study are accepted.

Keywords: *Customer Experience, Ease of Use, Consumer Trust, Electronic Word of Mouth and Repurchase Intention.*