

INTISARI

Indonesia merupakan Negara yang cukup berkembang, diikuti dengan perkembangan teknologi berupa internet. Semakin berkembangnya teknologi dalam bidang internet ini membuat para pelaku bisnis memanfaatkan peluang untuk memulai usaha *online shop*. Penelitian ini bertujuan untuk menguji pengaruh *effort expectancy*, *performance expectancy*, *self efficacy*, dan *trust* terhadap *satisfaction* dan pengaruh *satisfaction* terhadap *intention to repurchase* dalam pembelian *online*.

Jenis penelitian yang digunakan adalah penelitian kausal dengan pendekatan kuantitatif. Penelitian ini menggunakan pendekatan *purposive sampling*, dimana sampel berupa responden yang terbagi menjadi dua kelompok konsumen pengalaman rendah (transaksi kurang dari 5) dan konsumen pengalaman tinggi (transaksi lebih dari 5), berdasarkan pengalaman responden melakukan transaksi minimal satu kali dalam enam bulan terakhir pada situs belanja *online*. Analisis dalam penelitian ini dengan menggunakan model SEM (*Structural Equation Modeling*) dan diolah menggunakan *software* SPSS versi 18.0 *for Windows* serta Amos 16 untuk pengujian Model *Measurement* dan *Structural*.

Hasil penelitian ini menunjukkan bahwa tidak ada efek moderasi dalam variabel *Effort Expectancy*, *Performance Expectancy*, *Self Efficacy*, *Trust* terhadap variabel *Satisfaction* dan *Intention to Repurchase*. Dijelaskan melalui hasil penelitian ini pengalaman konsumen tidak memperkuat hubungan antara variabel eksogen dan variabel endogen.

Kata kunci: *Satisfaction*, *Effort Expectancy*, *Performance Expectancy*, *Trust*, dan *Intention to Repurchase*

ABSTRACT

Indonesia is a country that is developing, followed by the development of Internet technology. The continued development of this technology in the field internet makes businesses take advantage of opportunities to start a business online shop. This study aimed to examine the effect of effort expectancy, performance expectancy, self-efficacy, and trust to the satisfaction and satisfaction influence on the intention to repurchase in online shopping.

This type of research is causal research with quantitative approach. This study using purposive sampling approach, in which a sample of respondents were divided into two groups of consumer's low experience (transactions of less than 5) and consumer's high experience (transactions of more than 5), based on the experiences of respondents conduct transactions at least once in the last six months on online shopping site. The analysis in this study using a model of SEM (Structural Equation Modeling) and processed using SPSS software version 18.0 for Windows and Amos 16 for testing Measurement and Structural Model.

The results of this study indicate that there is no moderating effect on Effort Expectancy, Performance Expectancy, Self Efficacy, Trust to the Satisfaction and Intention to Repurchase. Explained through the results of this study reinforce the consumer's experience is not the relationship between exogenous and endogenous variables.

Keywords: *Satisfaction, Effort Expectancy, Performance Expectancy, Trust, dan Intention to Repurchase*