INTISARI

Dalam beberapa tahun ke depan, kegiatan ritel *online* di Indonesia diperkirakan akan berkembang pesat dan menjadi salah satu sumber utama penggerak roda perekonomian. Mengantisipasi kesempatan ini, penelitian ini bertujuan untuk mendapatkan pemahaman yang lebih dalam atas perilaku loyalitas pelanggan belanja ritel *online* di Indonesia dengan meneliti pengaruh dari citra toko (*store image*) dan persepsi nilai (*perceived value*). Penelitian-penelitan sebelumnya telah meneliti citra toko *online* (*online store image*), persepsi nilai utilitarian (*perceived utilitarian value*), dan persepsi nilai hedonis (*perceived hedonic value*), mendapatkan bahwa keduanya memberi pengaruh pada salah satu dimensi loyalitas yaitu niat pembelian berulang (*repurchase intention*). Jumlah sampel yang digunakan pada penelitian ini adalah 196, didapatkan dari hasil survei *online*. Pengolahan data menggunakan metode *Structural Equation Modelling* (SEM) dengan program Lisrel versi 8.80. Hasil yang didapatkan dari penelitian ini menunjukkan bahwa citra toko *online* (*online store image*) memberikan pengaruh kuat terhadap loyalitas pelanggan pada toko *online* (*online store loyalty*) serta persepsi nilai utilitarian dan hedonis dalam benak pelanggan, namun kedua persepsi nilai tersebut didapatkan tidak memberikan pengaruh terhadap loyalitas pelanggan pada toko *online* (*online store loyalty*). Adapun dimensi citra toko (*store image*) yang memberi pengaruh paling kuat yaitu kemudahan penggunaan (*ease of use*), dan dapat dipercaya (*trustworthiness*).

KATA KUNCI: citra toko online (*online store image*), persepsi nilai utilitarian (*perceived utilitarian value*), persepsi nilai hedonis (*perceived hedonic value*), loyalitas toko online *(online store loyalty)*.

ABSTRACT

Nowadays, online retailing in Indonesia had flourished and estimated to be one of the most prominent foundation to boost Indonesia's economic growth. Aiming to anticipate the trend, this research is written in order to gain a deeper understanding about the loyalty behavior among online store customers in Indonesia by investigating the influence of store image and perceived value towards online store loyalty. Past studies found that online store image, perceived utilitarian value and perceived hedonic value positively influences one of several dimensions of loyalty, repurchase intention. Data in this research were collected from online questioner sent troughout online forum and social media. Structural Equation Modelling method is used here along with software Lisrel 8.80. This research proves that online store image directly influences perceived utilitarian value, perceived hedonic value and online store loyalty while neither perceived utilitarian value nor perceived hedonic value directly influences online store loyalty. This research also found that ease of use and trustworthiness as the most reliable and influential dimensions in online store image.

KEYWORDS: *online store image*, *perceived utilitarian value*, *perceived hedonic value*, *online store loyalty*