INTISARI

Penelitian ini bertujuan untuk menguji Pengaruh *User Perception of Online Retail Attribute* (*Perceived Usefulness, Perceived Ease Of Use, Perceived Value, Perceived Risk*), *Pre-purchase User Perception (Trust, Privacy Concern, Internet Literacy)* dan *Post-purchase User Perception* (*Satisfaction*) terhadap *Online Repatronage Intention* pada situs *online shop*.

Jenis penelitian yang digunakan adalah penelitian kausal dengan pendekatan kuantitatif. Penelitian ini menggunakan pendekatan *purposive sampling*, dimana sampel berupa responden yang pernah berbelanja apapun melalui *website* yang sama selama 1 tahun terakhir dan berpendidikan minimal SMA atau sederajat. Responden dalam penelitian ini berjumlah 390 orang. Analisis dalam penelitian ini menggunakan *software* SPSS versi 18.0 *for Windows* serta Amos versi 16.0 *for Windows* untuk mengujian Model *Measurement* dan Analisis Regresi Linier Berganda.

Hasil penelitian ini menunjukkan bahwa *perceived usefulness, perceived value, trust* dan *satisfaction* memiliki pengaruh positif dan signifikan terhadap *online repatronage intention*. Hasil penelitian ini juga menemukan bahwa *perceived ease of use, perceived risk, privacy concern* dan *internet literacy* berpengaruh tidak signifikan terhadap *online repatronage intention*.

Kata kunci: *Online* User *Perception Of Online Retail Attribute, Pre-Purchase User Attitude, Post-Purchase User Attitude, Online Repatronage Intention*.

ABSTRACT

This study aimed to examine the effect of User Perception of Online Retail Attribute (Perceived Usefulness, Perceived Ease Of Use, Perceived Value, Perceived Risk), Pre-purchase User Perception (Trust, Privacy Concern, Internet Literacy) and Post-purchase User Perception (Satisfaction) to online repatronage intention to website online.

This type of research is causal research with quantitative approach. This study used purposive sampling approach, in which sample of respondents are those who have shopped anything through the same website in the last 1 year and have a minimum education of high school or equivalent. Respondents in this study amounted to 390 people. The analysis in this study using SPSS software version 18.0 for Windows and Amos version 16.0 for Windows for testing Measurement Model and Multiple Linier Regression Analysis.

The results of this study indicate that perceived usefulness, perceived value, trust and satisfaction have a positive and significant impact to online repatronage intention. The results of this study also found that perceived ease of use, perceived risk, privacy concern and internet literacy is not significant to online repatronage intention.

Keywords: User *Perception Of Online Retail Attribute, Pre-Purchase User Attitude, Post-Purchase User Attitude, Online Repatronage Intention.*