

**PENGARUH CUSTOMERS EXPECTATION, PERCEIVED ENJOYMENT,
PERCEIVED EASE OF USE, SATISFACTION TERHADAP
REPURCHASE INTENTION SECONDHAND PRODUCT
DI SHOPEE INDONESIA**

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ABSTRAK

Tujuan dari penelitian adalah untuk mengetahui perilaku konsumen *secondhand product* di Shopee Indonesia terkait dengan pengaruh Customer Expectation, *Perceived Enjoyment*, *Perceived Ease Of Use*, *Satisfaction* terhadap *Repurchase Intention*. Penelitian ini bersifat *basic research* yaitu menemukan pengetahuan baru yang sebelumnya belum diketahui serta merupakan penelitian kuantitatif yang bersifat kausal. Teknik survei berupa kuesioner online yang dibagikan sesuai dengan syarat responden. Sumber data menggunakan sampel *snowball* atau teknik yang mengambil dengan cara acak. Sampel yang digunakan sebanyak 160 responden telah memenuhi persyaratan karakteristik responden dan skala yang digunakan adalah 1 sampai 7. Penelitian ini dianalisis menggunakan *Structural Equation Modelling (SEM)* dengan *software* SPSS 24.0 dan AMOS 22.0. Hasil penelitian ini menunjukkan bahwa aspek *customer expectation* terbukti berpengaruh terhadap *perceived enjoyment*. Variabel *customer expectation* dan *perceived enjoyment* terbukti berpengaruh terhadap *satisfaction*. Variabel *Satisfaction* dan *perceived enjoyment* terbukti berpengaruh terhadap *repurchase intention*. Variabel *customer expectation* terbukti tidak berpengaruh dan berarah negatif terhadap *perceived ease of use*. Variabel *perceived ease of use* terbukti tidak berpengaruh dan berarah negatif terhadap *satisfaction* dan *perceived enjoyment*. Variabel *perceived ease of use* terbukti tidak berpengaruh dan berarah negatif terhadap *repurchase intention*.

Kata Kunci: *Customer Expectation, Perceived Enjoyment, Perceived Ease Of Use, Satisfaction, Repurchase Intention*.

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ABSTRACT

The purpose of the study was to determine the consumer behavior of secondhand products at Shopee Indonesia related to the influence of Customer Expectation, Perceived Enjoyment, Perceived Ease Of Use, Satisfaction on Repurchase Intention. This research is a basic research that is finding new knowledge that was not previously known and is a causal quantitative research. The survey technique is in the form of an online questionnaire which is distributed according to the respondent's requirements. The data source uses a snowball sample or a random sampling technique. The sample used as many as 160 respondents have met the requirements of respondent characteristics and the scale used is 1 to 7. This study was analyzed using Structural Equation Modeling (SEM) with SPSS 24.0 and AMOS 22.0 software. The results of this study indicate that the customer expectation aspect has an effect on perceived enjoyment. Variables of customer expectation and perceived enjoyment proved to have an effect on satisfaction. Satisfaction and perceived enjoyment variables have an effect on repurchase intention. The customer expectation variable is proven to have no effect and has a negative direction on perceived ease of use. The variable perceived ease of use has no effect and has a negative direction on satisfaction and perceived enjoyment. The perceived ease of use variable has no effect and has a negative direction on repurchase intention.

Keywords: Customer Expectation, Perceived Enjoyment, Perceived Ease Of Use, Satisfaction, Repurchase Intention.