

PENGARUH *EXPECTATION, PERCEIVED ENJOYMENT, PERCEIVED EASE OF USE, SATISFACTION* TERHADAP *REPURCHASE INTENTION SMARTPHONE* BEKAS DI TOKOPEDIA

Enrico Alberto Thesman
Manajemen Pemasaran

Dudi Anandya
Elsye Tandelilin

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *Expectation, Perceived Enjoyment, Perceived Ease of Use, Satisfaction* terhadap *Repurchase Intention* pada pembelian *smartphone* bekas di Tokopedia. Penelitian ini bersifat *basic research* yaitu penelitian yang ingin menemukan pengetahuan baru dan merupakan penelitian kuantitatif. Teknik survei yang dilakukan adalah dengan menyebarkan kuesioner *online* kepada responden yang sesuai dengan persyaratan. Sumber data yang dilakukan menggunakan *purposive sampling* atau teknik pengambilan sampel yang berdasarkan karakteristik tertentu dan dapat memberikan informasi yang akurat. Sampel yang digunakan sebanyak 191 responden yang telah memenuhi persyaratan karakteristik dan skala yang digunakan adalah 1 sampai 7. Penelitian ini diolah menggunakan *Structural Equation Modeling (SEM)* dengan *software* SPSS 24 dan AMOS 22. Hasil penelitian ini menunjukkan bahwa *expectation* terbukti mempengaruhi *perceived enjoyment, perceived ease of use* dan *satisfaction*. *Perceived enjoyment* terbukti mempengaruhi *satisfaction* dan *repurchase intention*. *Perceived ease of use* terbukti mempengaruhi *perceived enjoyment*. *Satisfaction* terbukti mempengaruhi *repurchase intention*. *Perceived ease of use* terbukti tidak mempengaruhi *satisfaction* dan *repurchase intention*.

Kata kunci: *Expectation, Perceived Enjoyment, Perceived Ease of Use, Satisfaction, Repurchase Intention*

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Enrico Alberto Thesman
Marketing Management

Dudi Anandya
Elsye Tandelilin

ABSTRACT

The purpose of this research is to determine the influence of Expectation, Perceived Enjoyment, Perceived Ease of Use, Satisfaction on Repurchase Intention on purchasing used smartphones on Tokopedia. This research is basic research, namely research that seeks to discover new knowledge and is quantitative research. The survey technique used was by distributing online questionnaires to respondents who met the requirements. The data source uses purposive sampling or sampling techniques that are based on certain characteristics and can provide accurate information. The sample used was 191 respondents who met the characteristic requirements and the scale used was 1 to 7. This research was processed using Structural Equation Modeling (SEM) with SPSS 24 and AMOS 22 software. The results of this research show that expectations are proven to influence perceived enjoyment, perceived ease of use and satisfaction. Perceived enjoyment is proven to influence satisfaction and repurchase intention. Perceived ease of use is proven to influence perceived enjoyment. Satisfaction has been proven to influence repurchase intention. Perceived ease of use is proven not to influence satisfaction and repurchase intention.

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