

ABSTRAK
MODEL SIKAP KONSUMEN TERHADAP NIAT BELI ULANG PADA
APLIKASI *ONLINE SHOPPING* BERBASIS
TECHNOLOGY ACCEPTANCE MODEL

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Penelitian ini bertujuan untuk melihat apakah *perceived ease of use* (PEU), *perceived usefulness* (PU) dan *costumer experiencee* mempengaruhi *attitude to use* dan *repurchase intention* dan apakah *trust* mempengaruhi *repurchase intention*.. Data yang didapatkan berasal dari 200 responden. Model penelitian dengan tujuh hipotesis ini diuji dengan menggunakan *Structural Equation Modeling* (SEM). Hasil penelitian ini menunjukkan bahwa variabel *perceived ease of use* (PEU) tidak berpengaruh positif terhadap *attitude to use*. Pada variabel *perceived usefulness* (PU) berpengaruh positif terhadap *Attitude to use*, dan *costumer experience* berpengaruh positif terhadap *Attitude to use*. Variabel *Attitude to use* berpengaruh positif terhadap *repurchase intention*. *trust* berpengaruh positif terhadap *repurchase intention*.

Kata Kunci: *perceived ease of use* (PEU), *perceived usefulness* (PU) dan *costumer experience*, *trust*, *attitude to use* dan *repurchase intention*.

ABSTRACT
CONSUMER ATTITUDE MODEL TO REPURCHASE INTENTION IN
ONLINE SHOPPING APPLICATION BASED ON TECHNOLOGY
ACCEPTANCE MODEL

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This study aims to see whether perceived ease of use (PEU), perceived usefulness (PU), and customer experience affect attitude to use and repurchase intention and whether trust affects repurchase intention. The data obtained comes from 200 respondents. The research model with seven hypotheses was tested using Structural Equation Modeling (SEM). The results of this study indicate that the variable perceived ease of use (PEU) has no positive effect on attitude to use. The variable perceived usefulness (PU) has a positive effect on Attitude to use and customers experience a positive effect on Attitude to use. The variable Attitude to use has a positive effect on repurchase intention. trust has a positive effect on repurchase intention.

Keywords: perceived ease of use (PEU), perceived usefulness (PU) and customer experience, trust, attitude to use, and repurchase intention.