

## **ABSTRAK**

### **PENGARUH *SHOPING ORIENTATION* DAN *PRIOR ONLINE PURCHASE EXPERIENCE* TERHADAP *REPURCHASE INTENTION* FASHION DI TOKOPEDIA**

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Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Shopping Orientation* (X1) dan *Prior Online Purchase Experience* (X2) terhadap *Repurchase Intention* (Y). Penelitian ini menggunakan jenis penelitian asosiatif dengan pendekatan kuantitatif. Sampel yang digunakan sebanyak 100 responden yang merupakan konsumen pengguna Tokopedia dengan menggunakan teknik purposive sampling. Metode pengumpulan data yang digunakan dalam penelitian ini adalah kuesioner. Analisis data menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa *Shopping Orientation* (X1) dan *Prior Online Purchase Experience* (X2) berpengaruh signifikan terhadap *Repurchase Intention*. Dengan demikian, diharapkan Tokopedia dapat mempertahankan serta meningkatkan tingkat dari kebutuhan konsumen akan sandang karna mempunyai pengaruh yang dominan dalam mempengaruhi Purchase Intention pembelian pakaian Tokopedia. Apabila unsur dari fashion Lifestyle ditingkatkan, maka akan semakin menstimulus niat pembelian kembali konsumen di tokopedia.

**Kata Kunci:** *Shopping Orientation dan Prior Online Purchase Experience dan Repurchase Experience.*

## **ABSTRAK**

### **THE EFFECT OF SHOPPING ORIENTATION AND PRIOR ONLINE PURCHASE EXPERIENCE ON REPURCHASE INTENTION TO FASHION IN TOKOPEDIA**

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The purpose of this study was to determine how the effect of Shopping Orientation (X1) and Prior Online Purchase Experience (X2) on Repurchase Intention (Y). This research used associative research with a quantitative approach. The sample used was 100 respondents, the consumers of Tokopedia users using the purposive sampling technique. The data collection method used in this study was a questionnaire. The data analysis used multiple linear regression analysis. The results showed that Shopping Orientation (X1) and Prior Online Purchase Experience (X2) had a significant effect on the Repurchase Intention. Thus, it is hoped that Tokopedia can maintain and increase the level of consumer needs for clothing because it has a dominant effect in affecting the purchase intention in purchasing Tokopedia clothes. If the elements of fashion lifestyle are improved, it will further stimulate the consumer repurchase intentions in Tokopedia.

**Key Words: Shopping Orientation and Prior Online Purchase Experience  
and Repurchase Experience.**