

HUBUNGAN ANTARA KEPERCAYAAN KONSUMEN DAN *REPURCHASE INTENTION DI ONLINE SHOPPING*

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara *online repurchase intention* dan kepercayaan konsumen. Hipotesis dalam penelitian ini yakni terdapat hubungan antara *online repurchase intention* dan kepercayaan konsumen. Subjek dalam penelitian ini berjumlah 258 orang yang sudah pernah melakukan belanja *online* minimal dua kali dengan 74% diantaranya berjenis kelamin perempuan. Alat pengumpulan data dalam penelitian ini yakni skala *online repurchase intention* yang disusun oleh Chou dan Hsu (2016) dan skala kepercayaan konsumen yang disusun oleh McKnight, Choudhury, dan Kacmar (2002). Kedua skala tersebut kemudian dimodifikasi oleh peneliti agar sesuai dengan konstruk pada penelitian ini dan divalidasi menggunakan IVI dan *expert judgment*. Skala *online repurchase intention* memiliki koefisien reliabilitas sebesar $\alpha = 0.716$ dan kepercayaan konsumen memiliki koefisien reliabilitas sebesar $\alpha = 0,792$. Teknik analisis data dalam penelitian ini menggunakan uji korelasi Spearman's rho. Teknik analisis non parametrik tersebut digunakan dalam penelitian ini karena persebaran data pada kedua variabel bersifat tidak normal. Hasil penelitian ini menyatakan bahwa terdapat hubungan yang positif dan signifikan antara *online repurchase intention* dan kepercayaan konsumen ($r = 0.355$, $p = 0.000$). Berdasarkan hasil tersebut menunjukkan bahwa semakin tinggi kepercayaan konsumen terhadap belanja *online* maka semakin tinggi pula niat konsumen untuk melakukan belanja secara *online* kembali.

Kata kunci : kepercayaan konsumen, *repurchase intention*, *online shopping*

RELATIONSHIP BETWEEN CONSUMER TRUST AND REPURCHASE INTENTION IN SHOPPING ONLINE

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ABSTRACT

The aim of this study was to examine the relationship between consumer trust and consumers' online repurchase intention. The hypothesis of this study was "there is a relationship between consumer trust and online repurchase intention". The subjects of this study were 258 shoppers who had done online shopping at least twice and 74% of them were female. The data collection instrument of this study was the online repurchase intention scale compiled by Chou and Hsu (2016) and the consumer trust scale compiled by McKnight, Choudhury, and Kacmar (2002). The two scales were modified in order to appropriate them to the construct of this study and validated using IVI and expert judgment. The reliability coefficient of the online repurchase intention scale was $\alpha = 0.716$ and the reliability coefficient of consumer trust was of $\alpha = 0.792$. The data analysis technique used in this study was Spearmans rho correlation test. The non-parametric analysis technique was used in this study since the data distribution on both variables was abnormal. The results of this study showed that there was a positive and significant relationship between consumer trust and online repurchase intention ($r = 0.355, p = 0.000$). The results indicate that the higher consumer trust in online shopping, the higher consumers' online repurchase intention.

Keywords : consumer trust, repurchase intention, online shopping