

ABSTRAK**PERAN MEDIASI KEPERCAYAAN PADA PENGARUH KUALITAS
WEBSITE, *PERCEIVED BENEFITS*, *E-WOM*, KEAMANAN TERHADAP
MINAT BELI ULANG SECARA *ONLINE***

Studi pada konsumen Lazada di Yogyakarta

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2019

Penelitian ini bertujuan untuk mengetahui apakah: 1) apakah kepercayaan memediasi pengaruh kualitas *website* terhadap minat beli ulang, 2) apakah kepercayaan memediasi pengaruh *perceived benefits* terhadap minat beli ulang, 3) apakah kepercayaan memediasi pengaruh *EWOM* terhadap minat beli ulang, 4) apakah kepercayaan memediasi keamanan terhadap minat beli ulang, 5) apakah kepercayaan berpengaruh terhadap minat beli ulang, pada konsumen Lazada di Yogyakarta. Populasi dalam penelitian ini adalah masyarakat Yogyakarta yang pernah melakukan pembelian *online* di Lazada. Teknik pengambilan sampel menggunakan *purposive sampling*, data diperoleh dengan membagikan kuesioner secara *online* menggunakan *google form* kepada 116 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* menggunakan aplikasi WarpPLS 6.0. Hasil penelitian menunjukkan bahwa: 1) kepercayaan memediasi pengaruh kualitas *website* terhadap minat beli ulang, 2) kepercayaan memediasi pengaruh *perceived benefits* terhadap minat beli ulang, 3) kepercayaan memediasi pengaruh *EWOM* terhadap minat beli ulang, 4) kepercayaan memediasi pengaruh keamanan terhadap minat beli ulang, 5) kepercayaan tidak memediasi pengaruh keamanan terhadap minat beli ulang.

Kata kunci : kualitas *website*, *perceived benefits*, *EWOM*, keamanan, kepercayaan dan minat beli ulang secara *online*.

ABSTRACT**THE ROLE OF TRUST IN MEDIATING THE INFLUENCE OF WEBSITE QUALITY, PERCEIVED BENEFITS, E-WOM, SECURITY TOWARDS ONLINE REPURCHASE INTEREST
Study on Lazada Consumers in Yogyakarta**

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This study aims to find out whether: 1) trust mediates the influence of website quality toward repurchase interest, 2) trust mediates the influence of the perceived benefits toward repurchase interest, 3) trust mediates E-WOM's influence toward repurchase interest, 4) trust mediates security influence toward repurchase interest, 5) trust influenced repurchase interest, in Lazada consumers in Yogyakarta. The population in this study are the locals of Yogyakarta community who had made an online purchase at Lazada. The sampling technique used purposive sampling, data was obtained by distributing online questionnaires by using google form to 116 respondents. The data analysis technique in this study is Partial Least Square using the WarpPLS 6.0 application. The results showed that: 1) trust mediated the influence of website quality toward repurchase interest, 2) trust mediated the influence of perceived benefits toward repurchase interest, 3) trust mediated E-WOM's influence toward repurchase interest, 4) trust mediated the influence of security toward repurchase interest, 5) trust influenced repurchase interest.

Keywords: website quality, perceived benefits, EWOM, security, trust and online repurchase interest.

