

## ABSTRAK

# PENGARUH PENGALAMAN BELANJA ONLINE, KUALITAS INFORMASI, KUALITAS LAYANAN TERHADAP MINAT BELI ULANG DI SHOPEE FOOD DENGAN DIMEDIASI OLEH KEPUASAN KONSUMEN

Studi pada Pengguna Shopee Food

Efremina Hayunda  
Universitas Sanata Dharma  
Yogyakarta  
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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara langsung pengalaman belanja *online* terhadap minat beli ulang, (2) pengaruh secara langsung kualitas informasi terhadap minat beli ulang, (3) pengaruh secara langsung kualitas layanan terhadap minat beli ulang, (4) pengaruh pengalaman belanja *online* terhadap minat beli ulang dengan dimediasi oleh kepuasan konsumen, (5) pengaruh kualitas informasi terhadap minat beli ulang dengan dimediasi oleh kepuasan konsumen, (6) pengaruh kualitas layanan terhadap minat beli ulang dengan dimediasi oleh kepuasan konsumen. Teknik pengambilan Sampel menggunakan *non probability sampling*. Data diperoleh dengan membagikan kuesioner tentang pengalaman belanja *online*, kualitas informasi, kualitas layanan, kepuasan konsumen, dan minat beli ulang kepada 100 responden. Analisis data menggunakan *Partial Least Square* dan menggunakan *WarpPLS 7.0*. Hasil penelitian menunjukkan bahwa: (1) Pengalaman belanja *online* secara langsung tidak berpengaruh positif terhadap minat beli ulang, (2) Kualitas informasi secara langsung tidak berpengaruh positif terhadap minat beli ulang, (3) Kualitas layanan secara langsung tidak berpengaruh positif terhadap minat beli ulang, (4) Pengalaman belanja *online* berpengaruh positif terhadap minat beli ulang dengan dimediasi penuh (*full mediation*) oleh kepuasan konsumen, (5) Kualitas informasi berpengaruh positif terhadap minat beli ulang dengan dimediasi penuh (*full mediation*) oleh kepuasan konsumen, (6) Kualitas layanan berpengaruh positif terhadap minat beli ulang dengan dimediasi penuh (*full mediation*) oleh kepuasan konsumen.

Kata Kunci: pengalaman belanja *online*, kualitas informasi, kualitas layanan, kepuasan konsumen, dan minat beli ulang.

ABSTRACT

**THE INFLUENCE OF ONLINE SHOPPING EXPERIENCE, QUALITY OF INFORMATION, QUALITY OF SERVICE ON THE REPURCHASING INTEREST AT SHOPEE FOOD MEDIATED BY CONSUMER SATISFACTION**

*A Study at Shopee Food Users*

*Efremina Hayunda*

*Sanata Dharma University*

*Yogyakarta*

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*This study aims to determine: (1) the direct influence of online shopping experience on the repurchasing interest, (2) the direct influence of quality of information on the repurchasing interest, (3) the direct influence of quality of service on the repurchasing interest, (4) the influence of online shopping experience on the repurchasing interest mediated by consumer satisfaction, (5) the influence of information quality on the repurchasing interest mediated by consumer satisfaction, (6) the influence of service quality on the repurchasing interest mediated by consumer satisfaction. The sampling technique used is non-probability sampling. The data were obtained by distributing a questionnaire to 100 respondents. For the data analysis, it is used Partial Least Square and WarpPLS 7.0. The results of the study show that: (1) the online shopping experience has no direct positive influence on the repurchasing interest, (2) the quality of information has no direct positive influence on the repurchasing interest, (3) the quality of service has no direct positive effect on the repurchasing interest, (4) the online shopping experience has a positive influence on the repurchasing interest fully mediated by consumer satisfaction, (5) the quality of information has a positive effect on the repurchasing interest fully mediated by consumer satisfaction, (6) the quality of service has a positive influence on the repurchasing interest fully mediated by consumer satisfaction.*

*Keyword: online shopping experience, quality of information, quality of service, consumer satisfaction, and repurchase interest.*