

Abstrak

PENGARUH PERSEPSI KEMUDAHAN DAN PROMO *CASHBACK* TERHADAP MINAT PENGGUNAAN ULANG DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL MEDIASI

Studi pada Pengguna ShopeePay Yogyakarta di Masa Pandemi Covid19

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Penelitian ini bertujuan untuk mengetahui: (1) persepsi kemudahan berpengaruh signifikan terhadap minat penggunaan ulang di masa pandemi Covid19, (2) promo *cashback* berpengaruh signifikan terhadap minat penggunaan ulang di masa pandemi Covid19, (3) kepuasan konsumen berpengaruh signifikan terhadap minat penggunaan ulang, (4) persepsi kemudahan berpengaruh terhadap minat penggunaan ulang ShopeePay di masa pandemi Covid19 dengan kepuasan konsumen sebagai variabel mediasi, (5) promo *cashback* berpengaruh terhadap minat penggunaan ulang ShopeePay di masa pandemi Covid19 dengan kepuasan sebagai variabel mediasi. Populasi dalam penelitian ini adalah pengguna ShopeePay di wilayah Yogyakarta dengan kriteria pernah melakukan transaksi barang/jasa menggunakan ShopeePay minimal 2 kali di masa pandemi Covid19 di wilayah Yogyakarta dan pernah melakukan fitur *top-up* ShopeePay serta melakukan pembayaran menggunakan ShopeePay. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner secara *online* menggunakan *google form* kepada 100 responden. Teknik analisis data menggunakan *Partial Least Square (PLS)* dan menggunakan WarpPLs 7.0. Hasil penelitian ini menunjukkan bahwa : (1) persepsi kemudahan tidak berpengaruh signifikan terhadap minat penggunaan ulang ShopeePay di masa pandemi Covid19, (2) promo *cashback* berpengaruh signifikan terhadap minat penggunaan ulang ShopeePay di masa pandemi Covid19, (3) kepuasan konsumen berpengaruh signifikan terhadap minat penggunaan ulang ShopeePay di masa pandemi Covid19 (4) persepsi kemudahan berpengaruh terhadap minat penggunaan ulang ShopeePay di masa pandemi Covid19 dengan kepuasan konsumen yang memediasi penuh (*full mediation*), (5) promo *cashback* berpengaruh terhadap minat penggunaan ulang ShopeePay di masa pandemi Covid19 dengan kepuasan konsumen yang memediasi sebagian (*partial mediation*).

Kata Kunci: Persepsi Kemudahan, Promo *Cashback*, Kepuasan Konsumen, Minat Penggunaan Ulang.

Abstract

THE INFLUENCE OF PERCEIVED EASE OF USE AND CASHBACK PROMOTION TOWARDS REUSE INTENTION WITH CUSTOMER SATISFACTION

AS MEDIATING VARIABLE

Study on ShopeePay Yogyakarta users during the Covid19 pandemic

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This study aims to determine: (1) the perceived ease of use has a significant influence towards reuse intention of ShopeePay during the Covid19 pandemic, (2) cashback promotion has a significant influence towards reuse intention of ShopeePay during the Covid19 pandemic, (3) customer satisfaction has a significant influence towards reuse intention of ShopeePay during the Covid19 pandemic, (4) perceived ease of use influences reuse intention of ShopeePay during the Covid19 pandemic with customer satisfaction as a mediating variable, (5) cashback promotion influences reuse intention of ShopeePay during the Covid19 pandemic with customer satisfaction as a mediating variable. The population in this study is ShopeePay user in Yogyakarta area with the criteria of consumers who have made transactions using ShopeePay at least twice during the Covid19 pandemic in Yogyakarta area and have used the ShopeePay top-up feature and made payments using ShopeePay. The sampling technique used was purposive sampling. Data was obtained by distributing online questionnaires by google form to 100 respondents. The data analysis technique used Partial Least Square (PLS) and WarpPls 7.0. The results of this study indicate that: (1) perceived ease of use had no significant influence on reuse intention, (2) cashback promo had a significant influence on reuse intention, (3) customer satisfaction had a significant influence on reuse intention ShopeePay during the Covid19 pandemic, (4) perceived ease of use influenced reuse intention of ShopeePay during the Covid19 with full mediation of customer satisfaction, (5) cashback promo influenced reuse intention of ShopeePay during the Covid19 with full mediation of customer satisfaction.

Keyword: perceived ease of use, cashback promo, customer satisfaction, reuse intention