

ABSTRAK

PENGARUH HARGA, VARIASI PRODUK, DAN REVIEW ONLINE KONSUMEN
TERHADAP MINAT BELI ULANG PRODUK PAKAIAN ATASAN WANITA DI
MARKETPLACE TIKTOK DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL
MEDIASI

Studi pada Konsumen TikTok Shop Fakultas Ekonomi
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Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh secara langsung harga terhadap minat beli ulang 2) pengaruh secara langsung variasi produk terhadap minat beli ulang 3) pengaruh secara langsung review online konsumen terhadap minat beli ulang 4) Pengaruh harga terhadap minat beli ulang dengan dimediasi oleh kepuasan konsumen 5) pengaruh variasi produk terhadap minat beli ulang dengan dimediasi oleh kepuasan konsumen 6) pengaruh review online konsumen terhadap minat beli ulang dengan dimediasi oleh kepuasan konsumen. Populasi dalam penelitian ini adalah mahasiswa Fakultas Ekonomi Universitas Sanata Dharma Yogyakarta yang pernah berbelanja produk pakaian atasan wanita di Marketplace TikTok. Sampel dalam penelitian ini adalah 100 orang mahasiswa Fakultas Ekonomi Universitas Sanata Dharma Yogyakarta yang pernah membeli pakaian atasan wanita di marketplace TikTok. Teknik pengambilan sampel menggunakan teknik non probability sampling. Data diperoleh dengan membagikan kuesioner tentang harga, variasi produk, review online konsumen, minat beli ulang, dan kepuasan konsumen kepada 100 responden Mahasiswa Fakultas Ekonomi Universitas Sanata Dharma Yogyakarta yang pernah berbelanja secara online di Marketplace TikTok. Analisis data menggunakan Partial Least Square dan menggunakan WarpPLS 7.0. Hasil penelitian menunjukkan bahwa: 1) harga secara langsung berpengaruh positif terhadap minat beli ulang, 2) variasi produk secara langsung tidak berpengaruh positif terhadap minat beli ulang, 3) review online konsumen secara langsung tidak berpengaruh positif terhadap minat beli ulang, 4) harga berpengaruh positif terhadap minat beli ulang dengan dimediasi sebagian (partial mediation) oleh kepuasan konsumen, 5) variasi produk berpengaruh positif terhadap minat beli ulang dengan dimediasi penuh (full mediation) oleh kepuasan konsumen, 6) review online konsumen tidak berpengaruh positif terhadap minat beli ulang dengan dimediasi oleh kepuasan konsumen.

Kata Kunci: harga, variasi produk, review online konsumen, minat beli ulang, dan kepuasan konsumen.

ABSTRACT

THE EFFECT OF PRICE, PRODUCT VARIATION, AND CONSUMER ONLINE REVIEWS ON INTEREST TO REBUY WOMEN'S TOP CLOTHES IN THE TIKTOK MARKETPLACE WITH CUSTOMER SATISFACTION AS A MEDIATION VARIABLE

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This study aims to determine: 1) the direct effect of price on repurchase intention 2) the direct effect of product variations on repurchase intention 3) the direct effect of online consumer reviews on repurchase intention 4) the effect of price on repurchase intention mediated by consumer satisfaction 5) the effect of product variations on repurchase intention mediated by consumer satisfaction 6) the effect of consumer online reviews on repurchase intention mediated by consumer satisfaction. The population in this study were students of the Faculty of Economics, Sanata Dharma University, Yogyakarta. The sample in this study were 100 students of the Faculty of Economics, Sanata Dharma University, Yogyakarta, who had bought women's tops on the TikTok marketplace. The sampling technique uses a non-probability sampling technique. Data was obtained by distributing questionnaires about prices, product variations, online consumer reviews, repurchase intentions, and consumer satisfaction to 100 respondents from the Faculty of Economics, Sanata Dharma University, Yogyakarta who had shopped online at the TikTok Marketplace. Data analysis uses Partial Least Square and uses WarpPLS 7.0. The results showed that: 1) price directly has a positive effect on repurchase intention, 2) product variations do not directly have a positive effect on repurchase intention, 3) online consumer reviews do not have a direct positive effect on repurchase intention, 4) price has a positive effect on repurchase intention mediated in part (partial mediation) by consumer satisfaction, 5) product variety has a positive effect on repurchase intention mediated fully (full mediation) by consumer satisfaction, 6) consumer online reviews have no positive effect on repurchase intention mediated by consumer satisfaction.

Keywords: price, product variety, consumer online reviews, repurchase intention, and customer satisfaction.