

ABSTRAK

PENGARUH PENGALAMAN BERBELANJA ONLINE, LIFESTYLE, DAN KUALITAS PRODUK TERHADAP MINAT BELI ULANG KONSUMEN TRUSTHIFT

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Penelitian ini bertujuan untuk mengetahui: (1) pengalaman berbelanja *online*, *lifestyle*, dan kualitas produk berpengaruh secara simultan terhadap minat beli ulang, (2) pengaruh pengalaman berbelanja *online* terhadap minat beli ulang, (3) pengaruh *lifestyle* terhadap minat beli ulang, (4) pengaruh kualitas produk terhadap minat beli ulang. Populasi pada penelitian ini adalah konsumen yang pernah membeli produk *thrifting* di Instagram Trustthrift. Teknik pengambilan sampel menggunakan *non probability sampling*. Data diperoleh dengan membagikan kuesioner yang disebarakan secara *online* tentang pengalaman berbelanja *online*, *lifestyle*, kualitas produk, dan minat beli ulang. Teknik analisis data menggunakan analisis regresi linier berganda dengan SPSS 25. Hasil dari penelitian ini menunjukkan bahwa: (1) pengalaman berbelanja *online*, *lifestyle*, dan kualitas produk berpengaruh secara simultan terhadap minat beli ulang, (2) pengalaman berbelanja *online* berpengaruh terhadap minat beli ulang, (3) *lifestyle* berpengaruh terhadap minat beli ulang, (4) kualitas produk berpengaruh terhadap minat beli ulang.

Kata Kunci: Pengalaman Berbelanja *Online*, *Lifestyle*, Kualitas Produk, dan Minat Beli Ulang.

ABSTRACT

**THE INFLUENCE OF ONLINE SHOPPING EXPERIENCE, LIFESTYLE,
AND PRODUCT QUALITY ON REPURCHASE INTENTION OF
TRUSTHIFT CONSUMERS**

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This study aims to determine: (1) the simultaneous influence of online shopping experience, lifestyle, and product quality on repurchase intention, (2) the influence of online shopping experience on repurchase intention, (3) the influence of lifestyle on repurchase intention, and (4) the influence of product quality on repurchase intention. The population in this study consists of consumers who have purchased thrifted products from Trustthrift on Instagram. The sampling technique used is non-probability sampling. The data were collected through online distributed questionnaire regarding online shopping experience, lifestyle, product quality, and repurchase intention. The data analysis technique was multiple linear regression analysis using SPSS 25. The results of the study indicate that: (1) online shopping experience, lifestyle, and product quality simultaneously influence repurchase intention, (2) online shopping experience has a significant effect on repurchase intention, (3) lifestyle significantly influences repurchase intention, and (4) product quality has a significant effect on repurchase intention.

Keywords: Online Shopping Experience, Lifestyle, Product Quality, Repurchase Intention.