PROGRAM *ARTIFICIAL INTELLIGENCE QUALITY* DALAM *SOCIAL MEDIA* UNTUK MENCIPTAKAN *DIGITAL CUSTOMER EXPERIENCE* SEBAGAI UPAYA BERKELANJUTAN *ONLINE REPURCHASE INTENTION*

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang
Sarjana Pendidikan Program Studi Pendidikan Bisnis

Oleh
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FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2023

PROGRAM *ARTIFICIAL INTELLIGENCE QUALITY* DALAM *SOCIAL MEDIA* UNTUK MENCIPTAKAN *DIGITAL CUSTOMER EXPERIENCE* SEBAGAI UPAYA BERKELANJUTAN *ONLINE REPURCHASE INTENTION*

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Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar Sarjana Pendidikan pada Program Studi Pendidikan Bisnis

LEMBAR PENGESAHAN

PROGRAM ARTIFICIAL INTELLIGENCE QUALITY DALAM *SOCIAL MEDIA* UNTUK MENCIPTAKAN *DIGITAL CUSTOMER EXPERIENCE* SEBAGAI UPAYA BERKELANJUTAN *ONLINE REPURCHASE INTENTION*

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PERNYATAAN KEASLIAN SKRIPSI

Dengan ini penulis menyatakan bahwa skripsi dengan judul *"Program Artificial Intelligence Quality* dalam *Social Media* untuk Menciptakan *Digital Customer Experience* sebagai Upaya Berkelanjutan *Online Repurchase Intention"* beserta seluruh isinya adalah benar-benar karya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini saya siap menangung resiko ataupun sanksi yang dijatuhkan kepada saya apabila adanya pelanggaran terhadap etika keilmuan dalam karya saya ini, atau ada klaim dari pihak lain terhadap keaslian karya ini.

Bandung, 6 Agustus 2023
Pembuat Pernyataan

Ihda Farhatun Nisak

ABSTRAK

Ihda Farhatun Nisak (1905855) *"Program Artificial Intelligence Quality* **dalam** *Social Media* **untuk Menciptakan** *Digital Customer Experience* **sebagai Upaya Berkelanjutan** *Online Repurchase Intention"* di bawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. dan Lisnawati, S.Pd., M.M.

Penelitian ini bertujuan memperoleh gambaran dan pengaruh dari *program artificial intelligence quality* terhadap *online repurchase intention* melalui *digital customer experience* pada pengguna Bukalapak. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini berjumlah 7.850 dengan sampel berjumlah 200 responden penggina Bukalapak yang tergabung dalam Komunitas Bukalapak Indonesia dengan menggunakan teknik sample random sampling. Data diolah secara statistic menggunakan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa gambaran *program artificial intelligence quality*, *digital customer experience* dan *online repurchase intention* berada pada kategori tinggi. *Program artificial intelligence quality* memiliki pengaruh positif dan signifikan terhadap *online repurchase intention* melalui *digital customer experience*, hasil pengaruh langsung menemukan bahwa *Program artificial intelligence quality* tidak memiliki pengaruh positif dan signifikan terhadap *online repurchase intention*. Temuan ini menunjukkan bahwa penerapan *program artificial intelligence quality* dapat membangun *digital customer experience* dan membentuk *online repurchase intention* pada pengguna Bukalapak. Berdasarkan hasil penelitian, peneliti merekomendasikan untuk meningkatkan *personalization* dan melakukan peningkatan pelayanan yang berbasis artificial intelligence sehingga pengguna akan mendapatkan pengalaman positif yang mendorong pengguna melakukan *online repurchase intention*.

Kata Kunci: *Program artificial intelligence quality*, *digital customer experience*, *online repurchase intention*

ABSTRACT

Ihda Farhatun Nisak (1905855) **" *Artificial Intelligence Quality Program in Social Media to Create Digital Customer Experience as an Effort to Sustain Online Repurchase Intention* "** under the guidance of Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. and Lisnawati, S.Pd., M.M.

This research aims to obtain an overview and influence of the artificial intelligence quality program on online repurchase intention through digital customer experience for Bukalapak users. This research uses descriptive and verification methods with a quantitative approach. The population in this study amounted to 7,850 with a sample of 200 Bukalapak user respondents who are members of the Bukalapak Indonesia Community using sample random sampling techniques. The data were statistically processed using the Structural Equation Modeling (SEM) method. The findings of this study found that the description of the artificial intelligence quality program, digital customer experience and online repurchase intention is in the high category. The artificial intelligence quality program has a positive and significant influence on online repurchase intention through digital customer experience, the results of the direct effect found that the artificial intelligence quality program does not have a positive and significant effect on online repurchase intention. This finding shows that the implementation of the artificial intelligence quality program can build digital customer experience and form online repurchase intention in Bukalapak users. Based on the results of the study, researchers recommend increasing personalization and improving artificial intelligence-based services so that users will get a positive experience that encourages users to make online repurchase intention.

Keywords: Program artificial intelligence quality, digital customer experience, online repurchase intention

KATA PENGANTAR

Puji dan syukur penulis panjatkan ke hadirat Allah SWT karena atas rahmat dan karunia-Nya penulis dapat menyelesaikan skripsi dengan judul "*Program Artificial Intelligence Quality* dalam *Social Media* untuk Menciptakan *Digital Customer Experience* sebagai Upaya Berkelanjutan *Online Repurchase Intention*" sebagai salah satu syarat menempuh ujian sidang Sarjana Pendidikan, Program Studi Pendidikan Bisnis, Universitas Pendidikan Indonesia. Penyusunan skripsi ini dilakukan untuk memperoleh hasil temuan mengenai gambaran *program artificial intelligence quality*, *digital customer experience* dan *online repurchase intention* serta pengaruh *program artificial intelligence quality* terhadap *online repurchase intention* melalui *digital customer experience,* pengaruh *program artificial intelligence quality* terhadap *digital customer experience,* pengaruh *digital customer experience* terhadap *online repurchase intention,* pengaruh *program artificial intelligence quality* terhadap *online repurchase intention.*

Skipsi ini dikerjakan penulis dengan sebaik dan seoptimal mungkin dengan harapan dapat memberikan manfaat serta sumbangsih yang berarti bagi kemajuan dunia pemasaran. Penulis menyadari masih terdapat kekurangan dan kesalahan, sengan segala kerendahan hati penulis mengharapkankritik dan saran yang membangun untuk dijadikan landasan perbaikan yang berguna bagi pembangunan ilmu pengetahuan

Bandung, 27 Juli 2023

Penulis
Ihda Farhatun Nisak

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UCAPAN TERIMA KASIH

Alhamdulillahirabbil 'alamin puji syukur penulis panjatkan kehadirat Allah SWT karena atas rahmat dan karunia-Nya penulis dapat menyelesaikan skripsi ini. Skripsi ini disusun dalam rangka memenuhi salah satu syarat memperoleh gelar Sarjana Pendidikan pada Program Studi Pendidikan Bisnis. Penulis menyadari bahwa dalam proses penyusunan skripsi ini tidak lepas dari adanya kerjasama dan dukungan dari berbagai pihak, dalam kesempatan ini penulis mengucapkan terima kasih sebesar-besarnya dan penghargaan yang setinggi-tingginya kepada pihak-pihak berikut ini:

1. Prof Dr. M. Solehuddin M.Pd., M.A. selaku Rektor Universitas Pendidikan Indonesia, yang telah memberikan kesempatan kepada penulis untuk menempuh pendidikan di Universitas Pendidikan Indonesia.

2. Prof. Dr. H. Eeng Ahman, M.S. selaku Dekan dan Dosen Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia yang telah memberikan kesempatan kepada penulis untuk menempuh pendidikan di Universitas Pendidikan Indonesia.

3. Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M. selaku Ketua Program Studi Pendidikan Bisnis Universitas Pendidikan Indonesia yang telah memberikan motivasi serta pengarahan selama masa studi penulis, semoga diberikan kesehatan, kebahagiaan, dan juga kelancaran dalam segala urusannya.

4. Dr. Bambang Widjajanta, M.M. Ketua Tim Pengembangan Penulis Skripsi, Program Studi Pendidikan Bisnis Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia, yang telah bersedia membantu dan memfasilitasi penulis dalam proses menyelesaikan skripsi dengan memberikan pengarahan dan motivasi, semoga selalu diberikan kelancaran dalam segala urusannya.

5. Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. selaku Dosen Pembimbing I yang telah membimbing penulis dalam penyusunan skripsi dengan penuh kesabaran dan ketelitian, memberikan motivasi serta arahan selama proses bimbingan. Terima kasih telah memberikan banyak ilmu, semoga selalu menjadi panutan

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dan memberikan makna bagi penulis serta berbagai pihak lainnya. Semoga selalu dalam lindungan Allah SWT diberi pahala dengan berlipat ganda, diberikan umur yang panjang, kebahagiaan, kesehatan serta kelancaran dalam segala urusannya.

6. Lisnawati S.Pd., M.M. selaku Dosen Pembimbing II yang telah memberikan bimbingan dan bantuan dalam menyelesaikan skripsi, memberikan banyak saran terkait proposal skripsi penulis. Terima kasih telah memberikan ilmu serta motivasi hingga meluangkan waktu untuk dapat membantu penulis dalam proses penyusunan proposal skripsi ini. Semoga Allah SWT membalas segala kebaikan dengan pahala yang berlipat ganda, diberikan kesehatan, kebahagiaan, umur yang panjang, serta kelancaran dalam segala urusan beserta keluarganya.

7. Masharyono AP., S.Pd., M.M. selaku Dosen Pembimbing Akademik yang telah memberikan semagat, motivasi, bimbingan dan memberikan perwalian kontrak kuliah selama penulis menempuh masa perkuliahan. Semoga senantiasa selalu diberikan kesehatan, kebahagiaan, keberkahan hidup serta selalu berada di lindungan Allah SWT.

8. Segenap Dosen dan staf Program Studi Pendidikan Bisnis FPEB UPI yang telah memberikan ilmu, motivasi serta tuntunan selama masa perkuliahan penulis. Semoga semua ilmu yang telah diberikan dapat penulis amalkan dan semoga Allah SWT membalas segala kebaikan dengan pahala yang berlipat ganda.

Keluarga tercinta Bapak Abdul Basith (Alm) dan Ibu Ipah Masripah yang senantiasa memberikan dukungan kepada penulis dalam segala keadaan. Terima kasih telah memberikan kasih sayang yang berlimpah dan terus memberikan do'a terbaik untuk penulis sehingga penulis dapat menyelesaikan masa studi S1. Adik penulis yaitu Rizka Salsabila Kholifatun Najah yang telah memberikan keceriaan dalam hidup penulis di tengah-tengah kesibukan menyusun skripsi dan menjadi motivasi untuk penulis agar dapat menjadi panutan yang baik bagi adik. Semoga Allah SWT selalu memberkahi kita semua, diberikan kesehatan, kebahagiaan dan kelancaran dalam segala urusan dan semoga selalu dalam lindungan Allah SWT. Mahesa Bagja Kautzar yang selalu menemani, dan memberikan dukungan penuh,

terimakasih untuk waktu, tenaga dan kesabarannya untuk selalu menemani penulis dalam proses perkuliahan ini dari awal sampai mampu menyelesaikan skripsi ini. *Jazakumullaahu khairan katsiran*, semoga Allah SWT selalu memberikan kesehatan, keberkahan hidup, panjang umur, dan dimudahkan segala urusannya serta selalu berada dalam lindunga-Nya. Akhir kata penulis ucapkan Jazakumulloh khoiron katsiron. Semoga Allah Swt. memberikan balasan yang terbaik serta menghapuskan dosa atas semua kesalahan dan kekhilafan.

Bandung, 27 Juli 2023

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