

Nomor: 0574/UN40.F7.S1/PK.05.01/2023

PENGARUH *UTILITARIAN VALUE* DAN *E-SERVICE QUALITY* TERHADAP *ONLINE REPURCHASE INTENTION*
(Survei Pada Pengguna Aplikasi Mister Aladin di Indonesia)

SKRIPSI

Diajukan untuk Memenuhi Seminar Usulan Penelitian
Pada Program Studi Pendidikan Bisnis



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FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
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2023

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TERHADAP *ONLINE REPURCHASE INTENTION*
(Survei Pada Pengguna Aplikasi Mister Aladin di Indonesia)**

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Pendidikan pada Program Studi Pendidikan Bisnis

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TERHADAP ONLINE REPURCHASE INTENTION
(Survei Pada Pengguna Aplikasi Mister Aladin di Indonesia)

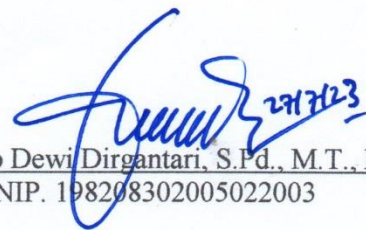
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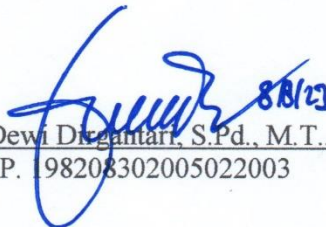
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PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul **“Pengaruh *Utilitarian Value dan E-service Quality* terhadap *Online Repurchase Intention* (Survei Pada Pengguna Aplikasi Mister Aladin di Indonesia)”** beserta seluruh isi di dalamnya adalah benar-benar karya saya sendiri. Tidak ada penjiplakan maupun pengutipan dengan cara-cara yang tidak sesuai etika keilmuan yang berlaku.

Atas pernyataan ini, saya siapkan menanggung resiko/sanksi yang dijatuhkan kepada saya apabila di kemudian hari adanya pelanggaran etika keilmuan dalam karya saya ini atau ada klaim dari pihak lain terhadap keaslian karya yang saya buat ini.

Bandung, Juli 2023

Yang membuat pernyataan,



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ABSTRAK

Hasbi Putra Pratama (1806439) “**Pengaruh *Utilitarian Value* dan *E-service Quality* terhadap *Online Repurchase Intention* (Survei Pada Pengguna Aplikasi Mister Aladin di Indonesia)**” dibawah bimbingan Dr. Bambang Widjajanta, M.M. dan Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh dari *utilitarian value* dan *e-service quality* terhadap *online repurchase intention* pada Aplikasi Mister Aladin. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini berjumlah 35.300 dengan sampel berjumlah 200 responden yang merupakan *followers* instagram Mister Aladin dengan menggunakan teknik *simple random sampling*. Data diolah secara statistik dengan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa *utilitarian value* dan *e-service quality* memiliki pengaruh positif dan signifikan terhadap *online repurchase intention*, hal tersebut ditunjukkan dengan besaran nilai *critical ratio* yang lebih besar dari nilai minimal artinya terdapat pengaruh positif dan signifikan antara variabel *utilitarian value* dan *e-service quality* terhadap *online repurchase intention* secara simultan. Pernyataan tersebut dapat diasumsikan semakin baik perusahaan memperhatikan *utilitarian value* dan *e-service quality* akan semakin baik juga *online repurchase intention* yang muncul pada konsumen untuk perusahaan tersebut. Hasil kontribusi yang diberikan variabel *utilitarian value* paling tinggi dalam membentuk *online repurchase intention* adalah *flexibility of use* dan dimensi *utilitarian value* paling rendah dalam membentuk *online repurchase intention* adalah *task related*. Dimensi *e-service quality* yang memiliki kontribusi paling tinggi dalam membentuk *online repurchase intention* adalah *responsiveness* serta yang paling rendah membentuk *online repurchase intention* adalah *emphaty*.

Kata Kunci: *Utilitarian value, E-service quality, Online repurchase intention.*

ABSTRACT

Hasbi Putra Pratama (1806439). *“The Influence of Utilitarian Value and E-Service Quality on Online Repurchase Intention (Suyvey on Mister Aladin users in Indonesia)”* under the guidance of Dr. Bambang Widjajanta, M.M. and Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

This study aims to obtain an overview and influence of utilitarian values and e-service quality on online repurchase intention Mister Aladin Application. This research uses descriptive and verification methods with a quantitative approach. The population in this study amounted to 35.300 with a sample of 200 respondents who were local.communion Instagram followers using a simple random sampling technique. The data were processed statistically using the Structural Equation Modeling (SEM) method. The findings in this study found that utilitarian values and e-service quality have a positive and significant influence on online repurchase intention, this is indicated by the critical ratio value which is greater than the minimum value, meaning that there is a positive and significant influence between the utilitarian value and e-service quality variables. on online repurchase intention simultaneously. It can be assumed that the better the company pays attention to utilitarian values and e-service quality, the better the online repurchase intention that appears to consumers for these companies. The highest contribution given by the utilitarian value variable in forming online repurchase intention is flexibility of use and the lowest utilitarian value dimension in forming online repurchase intention is task related. The dimension of e-service quality that has the highest contribution in shaping online repurchase intention is responsiveness and the lowest in forming online repurchase intention is empathy.

Keywords: *Utilitarian value, E-service quality, Online repurchase intention.*

UCAPAN TERIMAKASIH

Puji dan Syukur penulis panjatkan kehadiran Allah Subhanahu Wa Ta'ala yang telah memberikan rahmat, karunia, serta kasih sayang Nya yang tak terhingga sehingga penulis dapat menyelesaikan skripsi ini untuk memenuhi salah satu syarat menempuh ujian sidang sarjana Program Studi Pendidikan Bisnis Fakultas Ekonomi dan Bisnis Universitas Pendidikan Indonesia. Penyusunan skripsi ini tidak dapat berjalan dengan baik apabila tanpa adanya dukungan, serta bantuan dari berbagai pihak. Atas segala motivasi serta bantuan yang telah penulis terima, dengan penuh rasa hormat penulis mengucapkan terimakasih kepada:

1. Bapak Prof. Dr. H. M. Solehuddin, M.Pd., M.A. selaku Rektor Universitas Pendidikan Indonesia.
2. Bapak Prof. Dr. H. Eeng Ahman, MS. selaku Dekan Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia.
3. Ibu Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M. selaku Ketua Program Studi Pendidikan Bisnis Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia dan pembimbing II yang senantiasa meluangkan waktunya dalam membimbing dan mengarahkan penulis penyusunan skripsi sehingga penulis dapat menyelesaikan skripsi ini dengan waktu yang tepat. Semoga Allah swt memberikan pahala yang berlipat ganda dan senantiasa memberikan perlindungan dan keberkahan-Nya. *Aamiin Ya Rabbal'aalamiin.*
4. Bapak Dr. Bambang Widjajanta.M.M. selaku Dosen Pembimbing I Skripsi yang telah membimbing, mengarahkan serta memotivasi penulis dengan penuh kesabaran dalam menyusun skripsi ini, sehingga skripsi ini dapat terselesaikan dengan baik di waktu yang tepat. Semoga Allah swt membalasnya dengan pahala yang berlipat ganda, senantiasa diberikan limpahan rahmat, karunia, dan keberkahan-Nya. *Aamiin Ya Rabbal'aalamiin.*
5. Bapak Yusuf Muradlo, S.Si., M.Stat. selaku Dosen Pembimbing Akademik yang selalu memberikan semangat, motivasi, bimbingan dan memberikan perwalian kontrak kuliah selama penulis menempuh masa perkuliahan. Semoga Allah SWT selalu memberikan kesehatan, kebahagiaan, keberkahan hidup serta balasan yang tidak terhingga serta dan selalu berada di lindungan-Nya.

6. Jajaran Dosen Program Studi Pendidikan Bisnis yang telah membimbing dan memberikan motivasi serta bantuan bagi penulis selama menjalani perkuliahan.
7. Rekan-rekan terbaik yang telah berjuang bersama di dalam maupun diluar kampus yaitu Mazaya Izzatur Rahim, Agis Fauzy Alfy Hasani, Reza Ahmad Ferdiansyah S.Pd, Riski Rifaldo, Bagaskoro Aji Purnomo, Daffa Noor, Dzikry Nurzamil Lomri, Dhiya MF. Febby Salsabilla S.Pd, Safiera Intan Permatasari S.Pd, Dhea Aulia Agustin S.Pd, Mella Maulani, S.Pd, Aneu Andiani, S.Pd, Taskia Ayu, S.Pd, Elvina Mutiara, S.Pd dan Rayna Fiona, S.Pd dan seluruh teman seperjuangan yang telah memberi saran kepada penulis mengenai penyusunan skripsi ini dimanapun kalian berada semoga tetap bahagia dan sukses selalu.
8. Rekan rekan dari keluarga besar Kamar Gadget yang selalu menjadi penyemangat, mendukung, memberi motivasi dan memberi dorongan bagi penulis untuk segera menyelesaikan perkuliahan teruntuk R.Nur Muhammad (Den Robbie), S.Pd, Dienur Muhammad Rahadian F, M.Pd, Nisa Aghnia, S.Pd, Rendi Fauzi Maulana, S.Pd, Fitria Febrianty, S.Pd, Muhammad adhadhi Fhadillah, S.Pd dan seluruh keluarga besar Kamar Gadget yang tidak bisa disebutkan satu-satu. Semoga tetap Bahagia, dipertemukan dengan kesuksesan dan selalu menjadi insan yang someah dan asik.
9. Seluruh teman-teman Pendidikan Bisnis 2018 (HYPERIOR) yang tidak henti-hentinya berjuang bersama selama awal tahun perkuliahan hingga akhir kelulusan, semoga sukses dimanapun berada.

Penyusunan skripsi ini tidak dapat berjalan dengan baik apabila tanpa adanya dukungan, bimbingan, serta bantuan dari berbagai pihak terutama dari Bapak Iyep Sutia dan Ibu Johanah selaku orang tua, serta Nayla Tiani Putri sebagai adik yang tiada hentinya mendoakan, mendukung, mendorong dan menemani sehingga menjadi motivasi bagi penulis untuk menyelesaikan studi di Pendidikan Bisnis.

Semoga Allah SWT memberikan balasan atas kebaikan-kebaikan semua pihak yang telah membantu penulis dalam menyelesaikan skripsi ini dan tidak bisa disebutkan satu-persatu dengan balasan yang terbaik serta menghapuskan dosa atas semua kesalahan dan kekhilafan.

KATA PENGANTAR

Puji dan syukur dipanjat ke hadirat Allah Swt, karena rahmat dan karunia-Nya penulis dapat menyelesaikan skripsi yang berjudul “*Pengaruh Utilitarian Value dan E-Service Quality terhadap Online Repurchase Intention (Survei Pada Pengguna Aplikasi Mister Aladin di Indonesia)*”. Skripsi ini disusun untuk memperoleh temuan mengenai pengaruh gambaran *Utilitarian Value* dan *E-Service Quality* terhadap *Online Repurchase Intention* pada pengguna aplikasi Mister Aladin di Indonesia. Dalam penyusunan skripsi ini, penulis mengalami kesulitan dan menyadari dalam penulisan skripsi ini masih jauh dari kesempurnaan. Untuk itu, penulis sangat mengharapkan kritik dan saran yang membangun demi kesempurnaan skripsi ini. Akhir kata, penulis mengucapkan terima kasih.

Bandung, 26 Juli 2023



Hasbi Putra Pratama

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