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**PENGARUH *E-SERVICESCAPE* TERHADAP *ONLINE
REPURCHASE INTENTION* DENGAN *WEBSITE TRUST*
SEBAGAI VARIABEL INTERVENING
(Survei terhadap Konsumen *Website Blibli.com* Indonesia yang
Tergabung dalam Pengikut Instagram Blibli.com)**

SKRIPSI

Diajukan untuk Memenuhi Syarat Memperoleh Gelar Sarjana Pendidikan
pada Program Studi Pendidikan Bisnis



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Kurniawan
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**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2023**

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

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Agustus 2023

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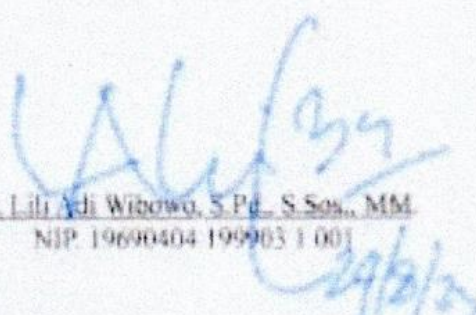
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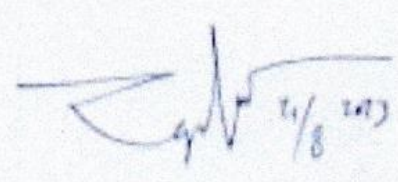
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(Survei terhadap Konsumen *Website* Blibli.com Indonesia yang Tergabung dalam Pengikut Instagram Blibli.com)

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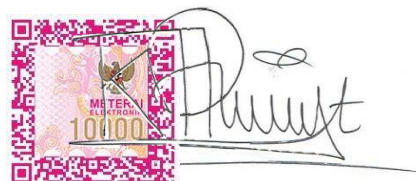
PERNYATAAN LEMBAR KEASLIAN SKRIPSI

Dengan ini penulis menyatakan bahwa skripsi dengan judul **“Pengaruh *E-Servicescape* terhadap *Online Repurchase Intention* dengan *Website Trust* sebagai Variabel Intervening (Survei terhadap Konsumen *Website Blibli.com* Indonesia yang Tergabung dalam Pengikut Instagram Blibli.com)”** 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. Hal ini dibuktikan dengan pengujian Turnitin yang mencapai hasil *plagiarism* sebesar 37%.

Saya siap menanggung risiko dan 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, 24 Agustus 2023

Yang membuat pernyataan,

A handwritten signature in black ink is written over a pink and white electronic meter stamp. The stamp features a QR code on the left and the text 'METER ELEKTRONIK 10000' in the center.

Kurniawan
1905796

ABSTRAK

Kurniawan (1905796) “**Pengaruh *E-Servicescape* terhadap *Online Repurchase Intention* dengan *Website Trust* sebagai Variabel Intervening Survei terhadap Konsumen *Website Blibli.com*”** di bawah bimbingan Dr. Lili Adi Wibowo, S. Pd., S. Sos., M.M. dan Drs. Girang Razati, M.Si.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *e-servicescape* terhadap *online repurchase intention* dengan *website trust* sebagai variabel intervening pada konsumen *website Blibli.com*. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Sampel berjumlah 344 responden dengan teknik penarikan sampel *simple random sampling*. Data di olah secara statistik menggunakan *Structural Equation Model* (SEM) menggunakan program SPSS AMOS for Windows. Hasil temuan pada penelitian ini menemukan bahwa gambaran *e-servicescape*, *website trust*, berada pada kategori tinggi sedangkan *online repurchase intention* berada pada kategori cukup tinggi. Temuan penelitian ini menunjukkan bahwa pengaruh tidak langsung *e-servicescape* masih memperoleh besaran pengaruh yang lebih rendah terhadap *online repurchase intention*, dibandingkan pengaruh langsung. Berdasarkan hasil penelitian, peneliti merekomendasikan agar Blibli.com mempertahankan, mengelola, dan memaksimalkan keberadaan *e-servicescape* melalui *aesthetic appael*, *layout and fuctionality*, dan *financial security*.

Kata kunci: *E-Servicescape*, *E-Commerce*, *Online Repurchase Intention*, *Website Trust*.

ABSTRACT

Kurniawan (1905796) *“The Effect of E-Servicescape on Online Repurchase Intention with Website Trust as an Intervening Variable (Survey of Blibli.com Website Consumers who are Members of Blibli.com Instagram Followers)”* under the guidance of Dr. Lili Adi Wibowo, S. Pd., S. Sos., M.M. dan Drs. Girang Razati, M.Si.

This research was conducted to obtain an overview and influence of e-servicescape on online repurchase intention through website trust as an intervening variable survey of Blibli.com Website Consumer. This research uses descriptive and verification methods with a quantitative approach. The sample amounted to 344 respondents with simple random sampling technique. Data were statistically analyzed using the Structural Equation Model (SEM) using the SPSS AMOS for Windows program. The findings in this study found that the descriptions of e-servicescape, website trust, and online repurchase intention were in the high category. The findings of this study indicate that the indirect effect of e-servicescape still has a lower magnitude of influence on online repurchase intention, compared to the direct effect. Based on the research results, the researcher recommends that the Blibli.com, manages, and maximizes the presence of e-servicescape through aesthetic appeal, layout and functionality, and financial security.

Keywords: E-Servicescape, E-Commerce, Online Repurchase Intention, Website Trust.

KATA PENGANTAR

Segala puji dan syukur penulis panjatkan kehadirat Allah SWT atas segala limpahan rahmat, hidayah, taufik, dan inayah, karena atas karunia dan kehendak-Nya penulis dapat menyelesaikan menyelesaikan skripsi ini untuk memenuhi salah satu syarat menempuh ujian sidang sarjana Program Studi Pendidikan Bisnis. Skripsi dengan Judul “Pengaruh *E-Servicescape* terhadap *Online Repurchase Intention* dengan *Website Trust* sebagai Variabel Intervening Survei terhadap Konsumen *Website Blibli.com*” disusun untuk memperoleh temuan mengenai gambaran *e-servicescape* terhadap *online repurchase intention* dengan *website trust* sebagai variabel perantara.

Skripsi ini dikerjakan dengan sebaik dan seoptimal mungkin dengan harapan dapat bermanfaat. Apabila masih terdapat kekurangan dan kesalahan, dengan segala kerendahan hati penulis mengharapkan kritik dan saran yang membangun dan untuk dijadikan sebagai landasan perbaikan yang berguna bagi pengembangan dan pengetahuan.

Bandung, 24 Agustus 2023

Penulis
Kurniawan

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