

Nomor: 163/UN40.A7/PT.07/2024

**PENGARUH *PERCEIVED VALUE* TERHADAP *ONLINE*
REPURCHASE INTENTION MELALUI MEDIASI *E-TRUST*
(Survei pada Pengikut Instagram @Sociolla)**

SKRIPSI

**Diajukan Sebagai Salah Satu Syarat Untuk Memperoleh
Gelar Sarjana Manajemen Program Studi Manajemen**



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**PROGRAM STUDI MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA**

2024

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Disusun oleh

Diana Andriani

Skripsi yang Diajukan Sebagai Salah Satu Persyaratan
untuk Memperoleh Gelar Sarjana Manajemen
Program Studi Manajemen
Fakultas Pendidikan Ekonomi dan Bisnis
Universitas Pendidikan Indonesia

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2024

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LEMBAR PENGESAHAN SKRIPSI

**PENGARUH *PERCEIVED VALUE* TERHADAP *ONLINE REPURCHASE INTENTION* MELALUI MEDIASI *E-TRUST*
(Survei pada Pengikut Instagram @Socfolla)**

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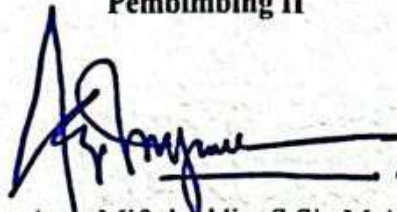
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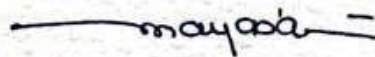
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2024

PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul "**Pengaruh *Perceived Value* terhadap *Online Repurchase Intention* melalui Mediasi *E-Trust* (Survei pada Pengikut Instagram @Sociolla)**" beserta seluruh isinya adalah benar karya ilmiah saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung risiko/sanksi apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

Bandung, Juli 2024

Yang membuat pernyataan



Diana Andriani
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ABSTRAK

Diana Andriani (2005130) “Pengaruh *Perceived Value* terhadap *Online Repurchase Intention* melalui Mediasi *E-Trust* (Survei pada Pengikut Instagram @Sociolla)” dibawah bimbingan Dr. Eka Surachman, S.Si., M.T dan Dr. Asep Miftahuddin, S.Si., M.A.B.

Kemudahan dalam memperoleh akses internet hingga pola konsumsi informasi menjadi digital memberikan dampak besar pada perluasan industri *e-commerce*. Sociolla menjadi salah satu *beauty e-commerce* di Indonesia yang paling terpercaya dan lengkap untuk *authentic beauty products*. Meskipun demikian, *e-commerce* Sociolla terus mengalami penurunan pendapatan. Rendahnya *online repurchase intention* disinyalir menjadi penyebab kerugian yang dialami Sociolla. Penelitian ini bertujuan untuk memperoleh gambaran *online repurchase intention* yang dipengaruhi oleh *perceived value* melalui mediasi *e-trust*. Penelitian ini menggunakan pendekatan kuantitatif dan deskriptif. Teknik sampel menggunakan *purposive sampling* sebanyak 425 responden pelanggan *beauty e-commerce* Sociolla yang tergabung dalam pengikut instagram resmi Sociolla. Teknik analisis data menggunakan *Partial Least Square-Structural Equation Modeling* (PLS-SEM). Hasil temuan menunjukkan gambaran *perceived value*, *e-trust*, dan *online repurchase intention* berada pada kategori tinggi. Selain itu, terdapat pengaruh positif antara variabel *perceived value* terhadap *e-trust*, *perceived value* terhadap *online repurchase intention*, *e-trust* terhadap *online repurchase intention*, dan ditemukan pula pengaruh tidak langsung antara *perceived value* terhadap *online repurchase intention* yang dimediasi oleh *e-trust*. Sociolla dalam *e-commerce*-nya diharapkan untuk terus meningkatkan *perceived value* agar mendorong *online repurchase intention* melalui *e-trust* dengan menggali indikator-indikator lain.

Kata Kunci: *Perceived Value, E-Trust, Online Repurchase Intention, E-commerce, Sociolla*

ABSTRACT

Diana Andriani (2005130) "The Effect of Perceived Value on Online Repurchase Intention through E-Trust Mediation (Survey on Instagram Followers @Sociolla)" under the guidance Dr. Eka Surachman, S.Si., M.T and Dr. Asep Miftahuddin, S.Si., M.A.B.

The ease of obtaining internet access to the pattern of information consumption being digitalized has a major impact on the expansion of the e-commerce industry. Sociolla is one of the most trusted and complete beauty e-commerce in Indonesia for authentic beauty products. However, Sociolla e-commerce continues to experience a decline in revenue. The low online repurchase intention is allegedly the cause of the losses experienced by Sociolla. This study aims to obtain an overview of online repurchase intention which is influenced by perceived value through e-trust mediation. This research uses a quantitative and descriptive approach. The sample technique used purposive sampling of 425 respondents of Sociolla beauty e-commerce customers who are members of Sociolla's official instagram followers. The data analysis technique uses Partial Least Square-Structural Equation Modeling (PLS-SEM). The findings show that the description of perceived value, e-trust, and online repurchase intention is in the high category. In addition, there is a positive influence between the variables of perceived value on e-trust, perceived value on online repurchase intention, e-trust on online repurchase intention, and there is also an indirect influence between perceived value on online repurchase intention mediated by e-trust. Sociolla in its e-commerce is expected to continue to increase perceived value in order to encourage online repurchase intention through e-trust by exploring other indicators.

Keywords: *Perceived Value, E-Trust, Online Repurchase Intention, E-commerce, Sociolla*

KATA PENGANTAR

Puji dan syukur penulis panjatkan kehadiran Tuhan Yang Maha Esa karena atas berkat dan rahmat-Nya, penulis dapat menyelesaikan skripsi dengan judul “Pengaruh *Perceived Value* terhadap *Online Repurchase Intention* melalui Mediasi *E-Trust* (Survei pada Pengikut Instagram @Sociolla)” yang diajukan untuk memperoleh gelar Sarjana Manajemen pada Program Studi Manajemen Universitas Pendidikan Indonesia.

Dalam skripsi ini memberikan pembahasan mengenai pengaruh *online repurchase intention* pada pelanggan *beauty e-commerce Sociolla* yang dipengaruhi oleh *perceived value* yang dimediasi oleh *e-trust*. Penelitian ini diharapkan dapat menjadi solusi bagi banyak pemasar dalam upaya peningkatan *online repurchase intention*.

Penulis juga menyadari bahwa dalam penulisan skripsi ini masih terdapat kekurangan karena keterbatasan pengetahuan yang berkaitan dengan judul skripsi ini. Untuk itu penulis sangat membuka diri untuk menerima saran, pendapat, bimbingan bahkan kritik dari dosen penguji dan para pembaca demi perbaikan dalam proses selanjutnya.

Bandung, Juli 2024

Penulis

UCAPAN TERIMA KASIH

Puji dan syukur penulis panjatkan kehadirat Tuhan Yang Maha Esa karena atas berkat dan rahmat-Nya, penulis dapat menyelesaikan skripsi dengan lancar. Dalam penyelesaian skripsi ini penulis dibantu oleh berbagai pihak yang selalu memberikan pengarahan, bantuan, serta dukungan moril maupun materil. Oleh karena itu, dengan ketulusan dan kerendahan hati penulis menyampaikan terima kasih kepada:

1. Yang terhormat, Rektor Universitas Pendidikan Indonesia Dr. M. Solehuddin, M.Pd., M.A dan Dekan Fakultas Pendidikan Ekonomi dan Bisnis, Prof. Dr. H. Eeng Ahman, M.S yang telah memberikan fasilitas dan dukungan bagi kelancaran studi penulis.
2. Ibu Dr. Maya Sari, S.E., M.M selaku Ketua Program Studi Manajemen yang senantiasa memberikan dukungan ilmu, arahan, bimbingan dan menjamin fasilitas untuk kelancaran studi penulis.
3. Dr. Eka Surachman, S.Si., M.T selaku Dosen Pembimbing I dalam penyusunan skripsi ini, dengan tulus hati penulis mengucapkan terima kasih atas keikhlasan dan kesediaannya memberikan keluasaan waktu, ilmu, tenaga serta motivasi hingga skripsi ini selesai.
4. Dr. Asep Miftahuddin, S.Si., MAB selaku Dosen Pembimbing II dalam penyusunan skripsi ini, dengan tulus hati penulis mengucapkan terima kasih atas keikhlasan dan kesediaannya memberikan keluasaan waktu, ilmu, tenaga serta motivasi hingga skripsi ini selesai.
5. Dr. Mokh Adib Sultan. S.T., M.T selaku Dosen Pembimbing Akademik yang selalu memberikan dukungan ilmu, motivasi, dan nasihat sejak awal perkuliahan hingga saat ini. Penulis dengan tulus hati mengucapkan terima kasih banyak atas segala perhatian, motivasi, dan solusi dalam perkuliahan.
6. Seluruh dosen civitas akademik Program Studi Manajemen Bu Maya, Bu Heny, Bu Vanessa, Pak, Eka, Pak Asep, Pak Adieb, Bu Annisa, Pak Asko, Bu Ayu, Pak Budhi, Pak Furqon, Pak Dibias, Bu Netti, Pak Suryana, Bu Rofi, Bu Tia, dan Pak Yoga yang telah memberikan ilmu pengetahuan yang sangat berharga serta dukungannya kepada penulis selama masa studi.

7. Seluruh Staff Administrasi Program Studi Manajemen yang telah memfasilitasi segala bentuk informasi selama masa studi.
8. Orang tua penulis yang tercinta, Bapak dan Ibu, Bapak Atep Jaji dan Ibu Nanda Nurparidah yang selalu memberikan dukungan dalam bentuk do'a, tenaga, waktu, dan materi, sehingga penulis mampu untuk menyelesaikan skripsi dan mendapatkan gelar Sarjana Manajemen. Kakak kandung dan kakak ipar saya, Sella Nursyarofa dan Galih yang senantiasa selalu memberikan dukungan motivasi kepada penulis.
9. Seluruh rekan-rekan Program Studi Manajemen Angkatan 2020 yang selalu mendukung dan membantu penulis dalam proses penyusunan skripsi ini.
10. Sahabat-sahabat penulis Nurruly Indriyanti, Yumna Meilana, Elsani Nurwasiah, Diva Elia, Yasmin Hanifah, Fadjar Sukarson, dan Imanuela Rehngenanana dengan tulus hati saya ucapkan terima kasih banyak atas segala bentuk bantuan dan dukungannya kepada penulis selama ini.
11. Seluruh pengikut instagram Sociolla yang telah bersedia secara sukarela mengorbankan waktu dan pikiran untuk menjadi responden dalam penelitian ini.

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