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**PENGARUH *CONSUMER INNOVATIVENESS* TERHADAP
REPURCHASE INTENTION SMARTPHONE REALME
DENGAN *PERCEIVED VALUE* SEBAGAI VARIABEL
*INTERVENING***

**(Survei terhadap Anggota Milenial *realme Community* Indonesia di
Instagram)**

SKRIPSI

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



Oleh
Sekar Ilmi Wakhidah Supardi
1904996

**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2024**

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Oleh
Sekar Ilmi Wakhidah Supardi
NIM. 1904996

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

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Universitas Pendidikan Indonesia
Agustus 2024

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LEMBAR PENGESAHAN
PENGARUH CONSUMER INNOVATIVENESS TERHADAP
REPURCHASE INTENTION SMARTPHONE REALME DENGAN
PERCEIVED VALUE SEBAGAI VARIABEL INTERVENING.
(Survei terhadap Anggota Milenial realme Community Indonesia di
Instagram)

Skripsi ini disetujui dan disahkan oleh:

Pembimbing I

Pembimbing II

acc 2/8/2024


Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M.
NIP. 19690404 199903 1 011


Dr. Dita Amanah, MBA.
NIP. 19730219 200012 2 00 1

Mengetahui,

Ketua Program Studi Pendidikan Bisnis


Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.
NIP. 19820830 200502 2 003

Tanggung jawab Yuridis

Ada Pada Penulis


Sekar Ilmi Wakhidjah Supardi
NIM. 1904996

PERNYATAAN KEASLIAN SKRIPSI

Yang bertanda tangan di bawah ini:

Nama : Sekar Ilmi Wakhidah Supardi

NIM : 1904996

Program Studi : Pendidikan Bisnis

Fakultas : Fakultas Pendidikan Ekonomi dan Bisnis

Menyatakan dengan sesungguhnya bahwa skripsi dengan judul “Pengaruh *Consumer Innovativeness* terhadap *Repurchase Intention Smartphone Realme* dengan *Perceived Value* sebagai Variabel *Intervening* (Survei terhadap Anggota Milenial realme *Community* Indonesia di Instagram)” ini beserta seluruh isinya adalah benar-benar karya saya sendiri. 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 dan sanksi yang dijatuhkan kepada saya apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya yang saya buat ini.

Bandung, 15 Agustus 2024



Sekar Ilmi Wakhidah

ABSTRAK

Sekar Ilmi Wakhidah Supardi (1904996) “**Pengaruh *Consumer Innovativeness* Terhadap *Repurchase Intention Smartphone* realme Dengan *Perceived Value* Sebagai Variabel *Intervening* (Survei Terhadap Anggota Milenial realme *Community Indonesia* di Instagram)” dibawah bimbingan Dr. Lili Adi Wibowo,S.Pd.,S.Sos,MM dan Dr. Dita Amanah,MBA.**

Penelitian ini bertujuan untuk memperoleh gambaran *consumer innovativeness* terhadap *repurchase intention* melalui *perceived value* pada pengguna *smartphone* realme. Pendekatan yang digunakan dalam penelitian ini menggunakan metode kuantitatif dengan mengumpulkan data dari 264 responden pengikut Instagram realme *Community* Indonesia yang dipilih secara acak dari total populasi 77800. Teknik *sampling* yang digunakan adalah *simple random sampling* melalui distribusi kuisisioner. Analisis data secara deskriptif dan verifikatif melalui *Structural Equation Model* (SEM) menggunakan *software* AMOS. Hasil penelitian menunjukkan bahwa *consumer innovativeness* berpengaruh positif dan signifikan terhadap *repurchase intention* melalui *perceived value*, tetapi *consumer innovativeness* tidak berpengaruh langsung terhadap *repurchase intention*. Kesimpulan ini menunjukkan bahwa penerapan strategi realme *consumer innovativeness* dapat meningkatkan *repurchase intention* melalui peran *perceived value* sebagai mediasi pada generasi milenial pengguna *smartphone* realme.

Kata Kunci: *consumer innovativeness, perceived value, repurchase intention*

ABSTRACT

Sekar Ilmi Wakhidah Supardi (1904996) “***The Influence of Consumer Innovativeness on Repurchase Intention of realme Smartphones with Perceived Value as Intervening Variable (Survey of realme Community Indonesia Milenial Members on Instagram)***” under the guidance of Dr. Lili Adi Wibowo, S.Pd.,S.Sos,MM and Dr. Dita Amanah,MBA.

This study aims to obtain an overview of consumer innovativeness on repurchase intention through perceived value in realme smartphone user. The approach used in this research is quantitative method by collecting data from 264 respondents of realme Community Indonesia on Instagram followers who was randomly selected from a total population of 77800 followers. The sampling technique used is simple random sampling through questionnaire distribution. Data analysis was carried out by applying descriptive and verificative through Structural Equation Model (SEM) AMOS software. The results showed that consumer innovativeness has a significant positive effect on repurchase intention through perceived value, but consumer innovativeness has no indirect effect on repurchase intention. This conclusion shows that the implementation of consumer innovativeness strategy can increase repurchase intention through the role of perceived value as mediation in the millenial generation of realme smartphone users.

Keyword: consumer innovativeness, perceived value, repurchase intention

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Segala puji dan syukur penulis panjatkan atas kehadiran Tuhan Yang Maha Esa, atas segala anugrah dan karunia-Nya sehingga penulis dapat menyelesaikan skripsi yang berjudul, “Pengaruh *Consumer Innovativeness* terhadap *Repurchase Intention* melalui *Perceived Value* Sebagai Variabel Intervening (Survei terhadap Anggota Milenial realme *Community* Indonesia di Instagram)” sebagai salah satu syarat menempuh ujian sidang sarjana pendidikan Program Studi Pendidikan Bisnis, Fakultas Pendidikan Ekonomi dan Bisnis, Universitas Pendidikan Indonesia.

Penulis berharap bahwa penelitian yang telah dilakukan dapat memberikan wawasan, keterbaruan, dan eksplorasi lebih lanjut terhadap isu yang relevan kedepannya. Peneliti berupaya melakukan penelitian sebaik mungkin supaya hasil penelitian dapat menjadi referensi baik dari segi teoretis untuk keperluan akademis, maupun praktis untuk kegiatan bisnis dan bidang terkait. Peneliti menyadari masih terdapat kekurangan dan jauh dari kesempurnaan. Kritik dan saran sangat diperlukan sebagai evaluasi perbaikan karya tulis dan kemajuan ilmu pengetahuan.

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