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**PENGARUH *AUTHENTICITY GUARANTEES* DAN *SHOPPING EXPERIENCE* TERHADAP *ONLINE REPURCHASE INTENTION* MELALUI *CONSUMER TRUST IN ONLINE SELLER*
(Survei pada Konsumen Produk *Fragrance Carl & Claire* di Indonesia)**

SKRIPSI

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



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2024**

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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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**PENGARUH *AUTHENTICITY GUARANTEES* DAN *SHOPPING EXPERIENCE* TERHADAP *ONLINE REPURCHASE INTENTION* MELALUI *CONSUMER TRUST IN ONLINE SELLER*
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PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul "**Pengaruh *Authenticity Guarantees* dan *Shopping Experience* Terhadap *Online Repurchase Intention* Melalui *Consumer Trust in Online Seller* (Survei Pada Konsumen Produk *Fragrance Carl & Claire* di Indonesia)**" beserta seluruh isinya adalah benar-benar karya sendiri tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, siap menanggung resiko atau sanksi yang dijatuhkan apabila kemudia adanyan pelanggaran terhadap etika keilmuan dalam skripsi ini atau ada klaim dari pihak lain terhadap keaslian skripsi ini.

Bandung, September 2024
Yang membuat pernyataan,



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ABSTRAK

Dinda Ade Dalilah (2005786) “**Pengaruh *Authenticity Guarantees* dan *Shopping Experience* Terhadap *Online Repurchase Intention* Melalui *Consumer Trust in Online Seller* (Survei Pada Konsumen Produk *Fragrance Carl & Claire* di Indonesia)**”. Di bawah bimbingan Prof. Dr. Hj. Ratih Hurriyati, M.P. dan Dr. Lisnawati, S.Pd., M.M.

Penelitian ini bertujuan memperoleh gambaran dan pengaruh *authenticity guarantees* dan *shopping experience* terhadap *online repurchase intention* melalui *consumer trust in online seller* pada konsumen produk *fragrance* Carl & Claire di Indonesia. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Sampel berjumlah 346 responden pada Pengikut Instagram Carl & Claire di Indonesia dengan menggunakan teknik *purposive sampling*. Data diolah secara statistik dengan menggunakan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa gambaran *authenticity guarantees*, *shopping experience*, *consumer trust in online seller*, dan *online repurchase intention*, dan berada pada kategori baik. Hasil penelitian menunjukkan adanya pengaruh yang signifikan antara *authenticity guarantees* terhadap *online repurchase intention*, pengaruh signifikan antara *shopping experience* terhadap *repurchase intention*, pengaruh signifikan antara *authenticity guarantees* terhadap *consumer trust in online seller*, pengaruh signifikan antara *authenticity guarantees* dan *shopping experience* terhadap *online repurchase intention* melalui *consumer trust in online seller*, dan *shopping experience* tidak berpengaruh langsung terhadap *consumer trust in online seller*.

Kata kunci: *Authenticity Guarantees, Shopping Experience, Consumer Trust in Online Seller, Online Repurchase Intention*

ABSTRACT

Dinda Ade Dalilah (2005786) ***"The Influence of Authenticity Guarantees and Shopping Experience on Online Repurchase Intention Through Consumer Trust in Online Seller (Survey on Consumers of Carl & Claire Fragrance Products in Indonesia)."*** Under the guidance of Prof. Dr. Hj. Ratih Hurriyati, M.P. and Dr. Lisnawati, S.Pd., M.M.

This study aims to describe and analyze the influence of authenticity guarantees and shopping experience on online repurchase intention through consumer trust in online sellers among consumers of Carl & Claire fragrance products in Indonesia. The research employs a descriptive and verificative method with a quantitative approach. The sample consists of 346 respondents, selected using purposive sampling from Carl & Claire's Instagram followers in Indonesia. The data is statistically processed using Structural Equation Modeling (SEM).

The findings reveal that the levels of authenticity guarantees, shopping experience, consumer trust in online sellers, and online repurchase intention, are all categorized as good. The study results indicate a significant influence of authenticity guarantees on online repurchase intention, a significant influence of shopping experience on repurchase intention, a significant influence of authenticity guarantees on consumer trust in online sellers, and a significant influence of both authenticity guarantees and shopping experience on online repurchase intention through consumer trust in online sellers. However, shopping experience does not directly influence consumer trust in online sellers.

Keywords: Authenticity Guarantees, Shopping Experience, Consumer Trust in Online Seller, Online Repurchase Intention

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Penulis menyadari bahwa skripsi ini masih banyak kekurangan. Oleh karena itu, segala saran dan kritik diharapkan untuk menjadi landasan perbaikan yang akan berguna bagi pengembangan ilmu pengetahuan. Serta penuli telah berupaya dengan segala usaha yang optimal dalam Menyusun skripsi ini, sehingga besar harapan dapat memberikan kontribusi bagi bidang penelitian terkait.

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