

**PENGARUH *PERCEIVED RISK* DAN *ONLINE CUSTOMER*
REVIEW DI MEDIA SOSIAL TERHADAP *REPURCHASE*
INTENTION MELALUI *CUSTOMER TRUST*
PADA APLIKASI HALODOC**

SKRIPSI

**Diajukan untuk Persyaratan Penelitian dan Penulisan Skripsi sebagai Bagian
dari Syarat Memperoleh Gelar Sarjana
Program Studi Bisnis Digital**



Oleh

NURA ANGGRAENY

NIM 2103399

**PROGRAM STUDI BISNIS DIGITAL
KAMPUS TASIKMALAYA
UNIVERSITAS PENDIDIKAN INDONESIA
2025**

PENGARUH *PERCEIVED RISK* DAN *ONLINE CUSTOMER REVIEW* DI MEDIA SOSIAL TERHADAP *REPURCHASE INTENTION* MELALUI *CUSTOMER TRUST* PADA APLIKASI HALODOC

Oleh
Nura Anggraeny

**Diajukan untuk memenuhi sebagian dari Persyaratan Memperoleh Gelar
Sarjana Bisnis Program Studi Bisnis Digital**

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NURA ANGGRAENY

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NURA ANGGRAENY
PENGARUH *PERCEIVED RISK* DAN *ONLINE CUSTOMER*
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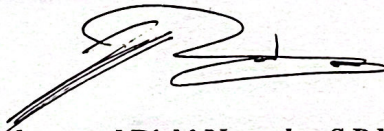
Pembimbing I



Btari Mariska, S.H., MM.

NIP. 920200119901015201

Pembimbing II



Muhammad Rizki Nugraha, S.Pd., M.T.

NIP. 920230219930823101

Mengetahui,

Ketua Program Studi S1 Bisnis Digital UPI

Kampus Tasikmalaya



Dr Syti Sarah., S.P., M.M.

NIP. 920190219900625201

PENGARUH *PERCEIVED RISK* DAN *ONLINE CUSTOMER REVIEW* DI MEDIA SOSIAL TERHADAP *REPURCHASE INTENTION* MELALUI *CUSTOMER TRUST* PADA APLIKASI HALODOC

ABSTRAK

Oleh

Nura Anggraeny

Penelitian ini bertujuan menguji pengaruh *Perceived Risk* dan *Online Customer Review* terhadap *Repurchase Intention* melalui peran mediasi *Customer Trust* pada aplikasi Halodoc. Data dikumpulkan melalui kuesioner dari 235 responden pengguna Halodoc dan dianalisis menggunakan *Structural Equation Modeling* dengan *Partial Least Squares* (SEM-PLS) pada perangkat lunak SmartPLS versi 4.0. Hasil penelitian menunjukkan bahwa *Perceived Risk* berpengaruh signifikan terhadap *Customer Trust*. *Online Customer Review* juga memiliki pengaruh positif signifikan terhadap *Customer Trust*. Selanjutnya, *Perceived Risk* berpengaruh langsung terhadap *Repurchase Intention*, sedangkan *Online Customer Review* berpengaruh positif langsung terhadap *Repurchase Intention*. Selain itu, *Customer Trust* terbukti berpengaruh positif signifikan terhadap *Repurchase Intention*. Lalu, *Customer Trust* memediasi hubungan antara *Perceived Risk* dan *Repurchase Intention*, serta antara *Online Customer Review* dan *Repurchase Intention*. Temuan ini menegaskan pentingnya bagi Halodoc untuk mengurangi risiko yang dirasakan pengguna serta pengelolaan ulasan online di media sosial.

Kata kunci: *Perceived Risk*, *Online Customer Review*, *Repurchase Intention*, *Customer Trust*

THE INFLUENCE OF PERCEIVED RISK AND ONLINE CUSTOMER REVIEWS ON SOCIAL MEDIA ON REPURCHASE INTENTION THROUGH CUSTOMER TRUST IN THE HALODOC

ABSTRACT

by

Nura Anggraeny

This study examines the effects of Perceived Risk and Online Customer Reviews on Repurchase Intention, with Customer Trust serving as a mediating variable, in the context of the Halodoc application. Data were collected through a questionnaire administered to 235 Halodoc users and analyzed using Structural Equation Modeling with Partial Least Squares (SEM-PLS) via SmartPLS version 4.0. The results reveal that Perceived Risk has a significant negative effect on Customer Trust, while Online Customer Reviews have a significant positive effect on Customer Trust. In addition, Perceived Risk negatively influences Repurchase Intention directly, whereas Online Customer Reviews exert a direct positive influence on Repurchase Intention. Customer Trust itself has a significant positive effect on Repurchase Intention and acts as a mediator in the relationships between Perceived Risk and Repurchase Intention, as well as between Online Customer Reviews and Repurchase Intention. These findings highlight the importance for Halodoc to reduce users' perceived risk and actively manage online reviews on social media in order to build trust and encourage repeat usage.

Keywords: *Perceived Risk; Online Customer Review; Repurchase Intention; Customer Trust*

DAFTAR ISI

KATA PENGANTAR	i
UCAPAN TERIMA KASIH	ii
ABSTRAK	iii
ABSTRACT	iv
DAFTAR ISI	v
DAFTAR TABEL	vii
DAFTAR GAMBAR	viii
DAFTAR LAMPIRAN	ix
BAB I PENDAHULUAN	1
1.1 Latar Belakang Penelitian	1
1.2 Rumusan Masalah Penelitian	8
1.3 Tujuan Penelitian	9
1.4 Manfaat Penelitian	9
1.4.1 Manfaat Teoritis	9
1.4.2 Manfaat Praktis	10
1.5 Struktur Organisasi Skripsi	10
BAB II TINJAUAN PUSTAKA	12
2.1 <i>Stimulus-Organism-Response Theory</i>	12
2.2 <i>Social Media Marketing</i>	13
2.3 <i>Customer Trust</i>	13
2.4 <i>Perceived Risk</i>	15
2.5 <i>Online Customer Review</i>	16
2.6 <i>Repurchase Intention</i>	18
2.7 Penelitian Terdahulu	20
2.8 Kerangka Pemikiran	22
2.9 Hipotesis	24
BAB III METODE PENELITIAN	25
3.1 Objek Penelitian	25

3.2	Metode Penelitian	25
3.2.1	Jenis Penelitian dan Metode yang digunakan	25
3.2.2	Operasionalisasi Variabel	25
3.3	Jenis dan Sumber Data	28
3.4	Populasi, Sampel dan Teknik Penarikan Sampel	28
3.4.1	Populasi.....	28
3.4.2	Sampel	28
3.5	Teknik Pengumpulan Data	29
3.6	Teknik Analisis Data	30
3.6.1	Rancangan Analisis Data Deskriptif	31
3.6.2	Analisis Kuantitatif	32
BAB IV	HASIL DAN PEMBAHASAN	36
4.1	Gambaran Umum Subjek Penelitian	36
4.2	Deskripsi Data Responden	37
4.2.1	Karakteristik Identitas Responden	37
4.2.2	Karakteristik Responden Berdasarkan Tujuan Penggunaan Halodoc	39
4.3	Analisis Data Penelitian	40
4.4	Hasil Analisis dengan Pendekatan SEM-PLS	47
4.4.1	Evaluasi Model Pengukuran (<i>Outer Model</i>).....	47
4.4.2	Evaluasi Model Struktural (<i>Inner Model</i>).....	56
4.4.3	Evaluasi Model Fit	60
4.4.4	Uji Hipotesis.....	60
BAB V	SIMPULAN DAN SARAN	69
5.1	Simpulan.....	69
5.2	Implikasi Manajerial.....	70
5.3	Rekomendasi	71
DAFTAR PUSTAKA		72
LAMPIRAN		78
RIWAYAT HIDUP.....		111

DAFTAR GAMBAR

Gambar 1. 1 Media Sosial Halodoc	1
Gambar 1. 2 Rating dan Unduhan Aplikasi Halodoc.....	2
Gambar 1. 3 Unggahan komplain influencer Nadin Amiza di media sosial	5
Gambar 1. 4 Ulasan negatif di media sosial	5
Gambar 2. 1 Kerangka Pemikiran	22
Gambar 2. 2 Paradigma Pemikiran	24
Gambar 3. 1 Alur Penelitian Kuantitatif	25
Gambar 3. 2 Langkah-langkah analisis SEM-PLS	31
Gambar 4. 1 Model Pengukuran (Outer Model)	48
Gambar 4. 2 Hasil Model Pengukuran Ulang (Outer Model).....	52
Gambar 4. 3 Model Struktural (Inner Model).....	57

DAFTAR TABEL

Tabel 1. 1 Kritik pengguna di play store dan media sosial	3
Tabel 1. 2 Data kunjungan website Halodoc	6
Tabel 1. 3 Data penjualan produk Halodoc Maret-Juni 2025	6
Tabel 2. 1 Penelitian Terdahulu	20
Tabel 3. 1 Operasionalisasi Variabel	26
Tabel 3. 2 Skala Likert	29
Tabel 4. 1 Karakteristik Responden	37
Tabel 4. 2 Layanan yang Paling Sering Digunakan	39
Tabel 4. 3 Karakteristik Berdasarkan Keperluan Penggunaan	39
Tabel 4. 4 Karakteristik Pengguna Berdasarkan Target Penggunaan	40
Tabel 4. 5 Interpretasi Nilai Indeks Responden	41
Tabel 4. 6 Nilai Indeks Variabel <i>Perceived Risk</i>	42
Tabel 4. 7 Nilai Indeks Variabel <i>Online Customer Review</i>	43
Tabel 4. 8 Nilai Indeks Variabel <i>Customer Trust (Z)</i>	45
Tabel 4. 9 Nilai Indeks Variabel <i>Repurchase Intention (Y)</i>	46
Tabel 4. 10 Nilai <i>Outer Loading</i>	48
Tabel 4. 11 Tabel <i>Outer Loading</i> Estimasi Ulang Model Pengukuran	50
Tabel 4. 12 Nilai <i>Internal Consistency Reliability</i>	52
Tabel 4. 13 Nilai Validitas Konvergen	53
Tabel 4. 14 Nilai <i>Cross Loading</i>	54
Tabel 4. 15 Nilai <i>Fornell-Larcker Criterion</i>	55
Tabel 4. 16 Nilai <i>Heterotrait-Monotrait (HTMT)</i>	56
Tabel 4. 17 Nilai VIF	57
Tabel 4. 18 Hasil Uji Koefisien Determinasi (R^2)	58
Tabel 4. 19 Nilai <i>Effect Size (f²)</i>	59
Tabel 4. 20 Nilai SRMR	60
Tabel 4. 21 Hasil Uji Hipotesis (<i>Direct Effect</i>)	61
Tabel 4. 22 Hasil Uji Hipotesis (<i>Total Effect</i>)	61

DAFTAR LAMPIRAN

Lampiran 1 Jadwal Penelitian.....	78
Lampiran 2 Instrumen Penelitian.....	79
Lampiran 3 Metode Penyebaran Kuesioner	83
Lampiran 4 Data Jawaban Responden	84
Lampiran 5 Perhitungan nilai indeks	108
Lampiran 6 Pengujian Outer Model	109
Lampiran 7 Pengujian validitas dan reliabilitas.....	109
Lampiran 8 Pengujian validitas diskriminan Fornell larcker	109
Lampiran 9 Pengujian validitas diskriminan HTMT	109
Lampiran 10 Nilai R Square.....	110
Lampiran 11 Nilai F square.....	110
Lampiran 12 Uji hipotesis langsung.....	110
Lampiran 13 Uji hipotesis mediasi.....	110

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