

**PENGARUH KUALITAS APLIKASI TERHADAP
NIAT PEMBELIAN ULANG DARING MELALUI
PENGALAMAN BERBELANJA DARING
(Survei pada Pengguna Aplikasi di Industri *Fresh E-grocery* Indonesia)**

SKRIPSI

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



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2025**

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Mei 2025

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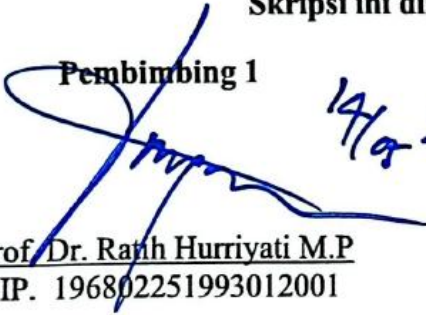
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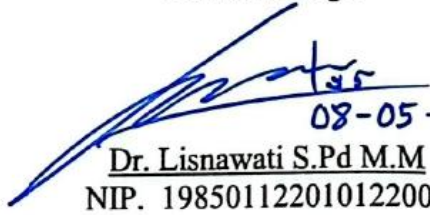
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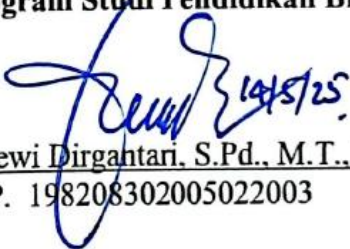

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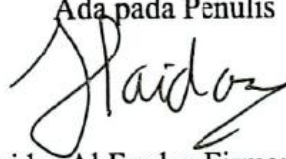

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Menyatakan dengan sesungguhnya bahwa skripsi dengan judul "**Pengaruh *Application Quality* Terhadap *Online Repurchase Intention* Melalui *Online Shopping Experience* (Survei pada Pengguna Aplikasi di Industri *E-Grocery Indonesia*)**" ini beserta 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.

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ABSTRAK

Haidar Al Fardan Firmansyah (2103260) “**Pengaruh Kualitas Aplikasi Terhadap Niat Ulang Berbelanja Daring Melalui Pengalaman Berbelanja Daring (Survei pada Pengguna Aplikasi di Industri *Fresh E-grocery* Indonesia)**” di bawah bimbingan Prof. Dr. Ratih Hurriyati M.P dan Dr. Lisnawati, S.Pd., MM.

Penelitian ini bertujuan untuk memperoleh gambaran serta menganalisis pengaruh kualitas aplikasi terhadap niat ulang berbelanja daring melalui pengalaman berbelanja daring pada pengguna aplikasi *fresh e-grocery* di Indonesia. Jenis penelitian ini menggunakan deskriptif dan verifikatif dengan metode kuantitatif, melibatkan populasi sebanyak 416.400 pengguna dan sampel sebanyak 359 responden yang dipilih dengan teknik *purposive sampling*. Hasil penelitian menunjukkan bahwa kualitas aplikasi, pengalaman berbelanja daring dan niat ulang berbelanja daring berada pada kategori sedang. Selain itu, kualitas aplikasi berpengaruh terhadap niat ulang berbelanja daring baik secara langsung maupun tidak langsung melalui niat ulang berbelanja daring, meskipun pengaruh langsung ditemukan lebih kuat dibandingkan pengaruh tidak langsung. Temuan ini memberikan implikasi praktis bagi pengelola aplikasi *fresh e-grocery* untuk terus meningkatkan kualitas layanan aplikasinya agar mampu menciptakan pengalaman belanja yang positif serta mendorong loyalitas pelanggan dalam jangka panjang. Diharapkan penelitian ini berkontribusi pada pengembangan literatur mengenai perilaku konsumen digital, khususnya dalam konteks belanja produk segar secara daring di Indonesia. Implikasi dalam bidang pemasaran menegaskan bahwa perusahaan perlu mengintegrasikan kualitas aplikasi untuk meningkatkan dan mempertahankan niat pembelian ulang konsumen di tengah persaingan pasar digital yang semakin ketat.

Kata kunci: kualitas aplikasi, pengalaman berbelanja daring, niat ulang berbelanja daring

ABSTRACT

Haidar Al Fardan Firmansyah (2103260) ***“The Influence of Application Quality on Online Repurchase Intention Through Online Shopping Experience (A Survey on Application Users in the Indonesian Fresh E-grocery Industry)”*** under the guidance Prof. Dr. Ratih Hurriyati M.P and Dr. Lisnawati, S.Pd., MM.

This study aims to obtain an overview and analyze the influence of application quality on online repurchase intention through the online shopping experience of fresh e-grocery application users in Indonesia. This type of research uses descriptive and verification with quantitative methods, involving a population of 416,400 users and a sample of 359 respondents selected using a purposive sampling technique. The results show that application quality, online shopping experience, and online repurchase intention are in the moderate category. In addition, application quality influences online repurchase intention both directly and indirectly through the online shopping experience, although the direct effect is found to be stronger than the indirect effect. These findings provide practical implications for fresh e-grocery application managers to continuously improve the quality of their application services to be able to create a positive shopping experience and encourage long-term customer loyalty. It is estimated that this study contributes to the development of literature on digital consumer behavior, particularly in the context of bold shopping for fresh products in Indonesia. The implications for the marketing field emphasize that companies need to integrate application quality to increase and maintain consumer repurchase intention amidst increasingly fierce digital market competition.

Keywords : application quality, online shopping experience, online repurchase intention

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Skripsi ini dikerjakan penulis dengan sebaik dan semaksimal mungkin dengan harapan dapat mendatangkan manfaat serta memberikan sumbangsih yang berarti bagi kemajuan dunia pemasaran *digital* khususnya pada industri dan pendidikan. Penulis memohon maaf apabila masih terdapat kekurangan dan kesalahan, dengan segala kerendahan hati penulis mengharapkan kritik serta saran membangun untuk dijadikan landasan perbaikan yang berguna bagi pengembangan ilmu pengetahuan.

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