

## ABSTRAK

Aggi Panigoro (1503334). **Analisis *E-lifestyle* dan *E-Word Of Mouth* terhadap *Repurchase Intention* Secara Online (Survei pada pelanggan produk *fashion online* Berrybenka di *Fan Page* Instagram)**. Dibawah bimbingan Prof.Dr.H. Agus Rahayu, MP, dan Dr. Vanessa Gaffar, SE.,Ak.MBA.

Fenomena dalam perbelanjaan online membuat para pelaku bisnis memilih sektor *e-commerce* dan *startup* semakin tumbuh di pasaran Indonesia menjadikan peluang bagi para pelaku bisnis untuk menjual produk *fashion* mereka salah satunya pembuatan *e-commerce*. Di era *digital* ini pelanggan lebih mengutamakan kepraktisan dinaungi oleh teknologi tinggi. Tujuan penelitian ini adalah mengukur gambaran dan pengaruh dari *E-lifestyle* dan *E-Word of mouth* terhadap *repurchase intention* secara *online* survei pada pelanggan produk online di Berybenka. Peneliti ini menggunakan metode deskriptif dan verifikatif, dimana SEM (*Structural equation Modeling*) digunakan untuk menganalisis data secara statistika. Unit analisis penelitian adalah pelanggan yang telah berbelanja *online fashion* di Berrybenka sebanyak 200 responden di *fanpage* instagram. Hasil penelitian menunjukkan *repurchase intention* akan berpengaruh baik apabila dilihat dari karakteristik *E-lifestyle* dan pembelian ditinjau dari *E-Word of mouth*. Hasil penelitian secara keseluruhan menunjukkan bahwa terdapat pengaruh yang signifikan dari *E-lifestyle* dan *E-Word of mouth* terhadap *repurchase intention*.

Kata kunci : *E-lifestyle*, *E-Word of mouth*, *repurchase intention*

**Aggi Panigoro, 2018**

ANALISIS *E-LIFESTYLE* DAN *E-WORD OF MOUTH* TERHADAP MEMPERTAHANKAN *REPURCHASE INTENTION*

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## **ABSTRACT**

Aggi Panigoro (1503334) *E-lifestyle and E-Word Of Mouth Analysis of Online Repurchase Intention (Survey on Berrybenka online fashion product customer in Instagram Fan Page). Under the gidedance* : Prof.Dr.H. Agus Rahayu, MP, and Dr. Vanessa Gaffar, SE.,Ak.MBA.

*The phenomenon in online shopping makes business people choose e-commerce sector and startup growing in the market of Indonesia makes an opportunity for business people to sell their fashion products one of which is making e-commerce. In this digital era, customers prefer the practicality shaded by high technology. The purpose of this study is to measure the picture and influence of E-lifestyle and E-Word of mouth against repurchase intention online survey on online product customers in berybenka. This research uses descriptive and verifikatif method, where SEM (Structural Equation Modeling) is used to analyze data statistically. The unit of analysis in this study is the customer who has been shopping online fashion in berrybenka as much as 200 respondents in fanpage instagram. The results showed that repurchase intention would have a good effect when viewed from the characteristics of E-lifestyle and purchases in terms of E-Word of mouth. The results of the research as a whole show that there is a significant influence of E-lifestyle and E-Word of mouth against repurchase intention.*

*Key words: E-lifestyle, E-Word of mouth, repurchase intention.*

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