

**PENGARUH *WEBSITE QUALITY* DAN *CORPORATE REPUTATION*
TERHADAP *ONLINE*
REPURCHASE INTENTION
(Survei pada Konsumen Generasi Z Bukalapak di Indonesia)**

SKRIPSI

Diajukan untuk memenuhi salah satu syarat
Menempuh Ujian Sidang Sarjana pada
Program Studi Pendidikan Bisnis



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PROGRAM STUDI PENDIDIKAN BISNIS
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
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Januari 2023

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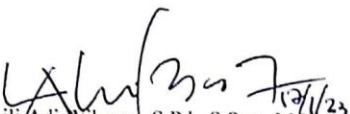
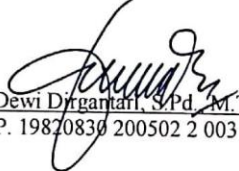
LEMBAR PENGESAHAN

**PENGARUH *WEBSITE QUALITY* DAN *CORPORATE REPUTATION* TERHADAP
ONLINE REPURCHASE INTENTION
(Survei pada Konsumen Generasi Z Bukalapak di Indonesia)**

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PERNYATAAN KEASLIAN SKRIPSI

Dengan ini, saya menyatakan dengan sebenar-benarnya bahwa skripsi dengan judul "**Pengaruh *Website Quality* dan *Corporate Reputation* terhadap *Online Repurchase Intention* (Survei pada Konsumen Generasi Z Bukalapak di Indonesia)**" beserta seluruh isi didalamnya adalah benar-benar hasil karya asli saya sendiri dan bukan merupakan hasil plagiarisme, pencurian hasil karya milik orang lain, ataupun segala kemungkinan lain yang pada hakekatnya bukan merupakan karya tulis skripsi saya secara orisinal dan otentik.

Saya siap menanggung resiko/sanksi yang dijatuhkan apabila ternyata adanya pelanggaran etika keilmuan maupun klaim dari pihak lain terhadap keaslian karya yang saya buat. Demikian surat pernyataan ini saya buat dengan kesadaran sendiri dan tidak atas tekanan ataupun paksaan dari pihak manapun demi menegakan integritas akademik di institusi ini.

Bandung, 12 Januari 2023
Yang membuat pernyataan,



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ABSTRAK

Elissa Dewi Fautine (1807958), **“Pengaruh *Website Quality* dan *Corporate Reputation* terhadap *Online Repurchase Intention* (Survei pada Konsumen Generasi Z Bukalapak di Indonesia)”** di bawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. dan Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh dari *website quality* dan *corporate reputation* terhadap *online repurchase intention* pada konsumen generasi Z Bukalapak di Indonesia. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Sampel penelitian ini berjumlah 200 responden yang merupakan konsumen generasi Z yang termasuk dalam *followers* akun resmi Instagram Bukalapak di Indonesia. Data diolah secara statistik dengan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa gambaran *website quality*, *corporate reputation* dan *online repurchase intention* berada di kategori cukup baik. *Website quality* dan *corporate reputation* memiliki pengaruh positif terhadap *online repurchase intention*. Temuan ini menunjukkan bahwa penerapan *website quality* dan *corporate reputation* menciptakan *online repurchase intention* pada konsumen generasi Z Bukalapak di Indonesia.

Kata Kunci: *Website Quality*, *Corporate Reputation* dan *Online Repurchase Intention*, *E-commerce*

ABSTRACT

Elissa Dewi Fautine (1807958), "*Website Quality and Corporate Reputation on Online Repurchase Intention (Survey of Consumers Generation Z Bukalapak in Indonesia)*" under the guidance of Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. and Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

This study aims to obtain an overview and influence of website quality and corporate reputation on online repurchase intention on generation Z consumers who use Bukalapak in Indonesia. This research uses descriptive and verifiable methods with a quantitative approach. The sample of this study amounted to 200 respondents who are generation Z consumers who are included in the followers of Bukalapak's official Instagram account in Indonesia. The data is processed statistically with the Structural Equation Modeling (SEM) method. The findings in this study found that the picture of website quality, corporate reputation and online repurchase intention is in the category of quite good. Website quality and corporate reputation have a positive influence on online repurchase intention. This finding shows that the application of website quality and corporate reputation creates an online repurchase intention for generation Z consumers who use Bukalapak in Indonesia.

Keywords: Website Quality, Corporate Reputation and Online Repurchase Intention, E-commerce

KATA PENGANTAR

Puji dan syukur dipanjatkan ke hadirat Allah swt atas rahmat, karunia, serta kehendak-Nya sehingga penulis dapat menyelesaikan penyusunan skripsi dengan judul "Pengaruh *Website Quality* dan *Corporate Reputation* terhadap *Online Repurchase Intention* (Survei pada Konsumen Generasi Z yang Menggunakan Bukalapak di Indonesia)" sebagai salah satu syarat untuk memperoleh gelar Sarjana Pendidikan Program Studi Pendidikan Bisnis. Penyusunan skripsi ini juga disusun untuk memperoleh temuan mengenai pengaruh gambaran tingkat *website quality*, *corporate reputation* dan *online repurchse intention* serta pengaruh *website quality* dan *corporate reputation* terhadap *online repurchase intention*.

Skripsi ini penulis susun sebaik dan seoptimal mungkin dengan harapan dapat menjadi sumbangsih bagi kemajuan *marketing* terutama dalam *strategic brand management* dan *consumer behavior* dalam dunia pendidikan dan bagi pihak-pihak yang terkait. Penulis menyadari penulisan skripsi ini masih belum sempurna, dengan ini penulis memohon maaf apabila dalam penyusunan skripsi ini masih terdapat kekurangan dan kesalahan, dalam kesempatan ini penulis terbuka menerima kritik dan saran yang membangun dari berbagai pihak guna menyempurnakan isi skripsi.

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