

## INTISARI

Penelitian ini bertujuan untuk menguji pengaruh kualitas antar muka dari aplikasi belanja daring dan pengaruh kualitas informasi ulasan daring terhadap niat pembelian ulang konsumen. Model yang dibangun pada penelitian ini didasari oleh teori S-O-R dan teori prospek untuk menguji peran variabel moderasi. Penelitian ini melibatkan enam konstruk utama yakni kualitas antar muka aplikasi belanja daring, kualitas informasi ulasan daring, kepercayaan konsumen, kenyamanan konsumen, risiko belanja daring dan niat pembelian ulang. Pendekatan riset yang digunakan dalam penelitian ini adalah pendekatan riset kuantitatif. Teknik pengambilan sampel menggunakan metode *non-probability sampling* berupa *purposive sampling* dengan penyebaran kuesioner.

Kuesioner disebarakan secara daring dan jumlah tanggapan responden yang diteliti secara lebih lanjut adalah sebesar 331 responden. Pengujian hipotesis dalam penelitian ini dilakukan dengan metode *Structural Equation Modelling* berbasis kovarians dan diolah dengan menggunakan piranti lunak AMOS. Hasil pengujian hipotesis dalam penelitian ini menunjukkan bahwa kualitas antar muka aplikasi belanja daring, kualitas informasi ulasan daring, kepercayaan konsumen dan kenyamanan konsumen berpengaruh secara positif terhadap niat pembelian ulang. Sementara itu, kualitas antar muka aplikasi belanja daring berpengaruh langsung terhadap kepercayaan konsumen dan kenyamanan konsumen. Kualitas informasi ulasan daring juga dinilai memiliki pengaruh yang positif terhadap kepercayaan konsumen. Di sisi lain, risiko belanja daring tidak memoderasi hubungan antara kepercayaan konsumen dan niat pembelian ulang konsumen.

Kata kunci: Kualitas antar muka, kualitas informasi, ulasan daring, kepercayaan konsumen, kenyamanan konsumen, niat pembelian ulang, risiko belanja daring.

## ABSTRACT

*The purpose of this study is to verify the influence of interface quality of mobile-app shopping application and information quality of online reviews towards customer repurchase intention. The model built in this study is based on the S-O-R theory and prospect theory. This study involves six main constructs, which are: interface quality of mobile-app shopping application, the information quality of online reviews, customer trust, customer enjoyment, online shopping risk, and customer repurchase intention. The research approach used in this research is quantitative based research. The sampling technique used in this study is non-probability sampling method in the form of purposive sampling with questionnaires.*

*Questionnaires were distributed online and the number of respondent responses that were further investigated was 331 respondents. Hypothesis testing in this study was carried out using the Structural Equation Modeling with covariance-based method and processed using AMOS software. The results of hypothesis testing in this study indicate that the interface quality of mobile-app shopping application, the information quality of online reviews, customer trust, and customer enjoyment, have a direct positive effect on consumer repurchase intention. Meanwhile, the interface quality of mobile-app shopping application has a positive direct effect on customer trust and customer enjoyment. The quality of online review information is also considered to have a positive effect on customer trust. On the other hand, risk of online shopping does not moderate the relationship between customer trust and customer repurchase intention.*

*Keywords: Interface quality, information quality, online reviews, customer trust, customer, customer repurchase intention, online shopping risks.*