

ABSTRACT

Bukalapak is one of Indonesia's most well-known e-commerce platforms. Some Indonesians resort to Bukalapak for doing online transactions. However, there seems to be a decline in monthly visitors and revenue of Bukalapak's marketplace. Thus, this study aims to investigate the driving factors that can boost consumers' satisfaction and intention of consumers to repurchase using the Bukalapak application. To do so, this research uses an online survey method of 249 respondents who are above 17 years old with different regional backgrounds who has done one transaction using the Bukalapak Application within the last three months.

There are nine hypotheses in this study which were developed from the Expectation-Confirmation Theory (ECT) and Cognitive-Affective Processing System (CAPS). Out of nine hypotheses, six were accepted and three were rejected. Perceived quality, perceived innovativeness, and perceived popularity were found to significantly influence satisfaction. While perceived value does was found not having significant influence towards satisfaction. Perceived value, perceived innovativeness, and satisfaction has significant influence on repurchase intention. On the other hand, perceived quality and perceived popularity were found to not have significant influence on repurchase intention.

Keywords: cognitive-affective processing system, consumer satisfaction, expectation-confirmation theory, perceived brand leadership, repurchase intention.

ABSTRAK

Bukalapak adalah salah satu platform *e-commerce* terkenal di Indonesia. Beberapa orang memilih Bukalapak untuk melakukan transaksi daring. Namun, tampaknya ada penurunan dalam jumlah pengunjung bulanan dan pendapatan dari Bukalapak *marketplace*. Oleh karena itu, studi ini bertujuan untuk menyelidiki faktor-faktor pendorong yang dapat meningkatkan kepuasan konsumen dan niat konsumen untuk membeli ulang menggunakan aplikasi Bukalapak. Untuk melakukannya, penelitian ini menggunakan metode survei daring terhadap 249 responden yang berusia di atas 17 tahun dengan latar belakang regional yang berbeda yang telah melakukan satu transaksi menggunakan Aplikasi Bukalapak dalam tiga bulan terakhir.

Terdapat sembilan hipotesis dalam penelitian ini yang dikembangkan dari *Expectation-Confirmation Theory* (ECT) dan *Cognitive-Affective Processing System* (CAPS). Dari sembilan hipotesis, enam diterima dan tiga ditolak. *Perceived quality*, *perceived innovativeness*, dan *perceived popularity* ditemukan memiliki pengaruh signifikan terhadap kepuasan konsumen. Sementara *perceived value* tidak ditemukan memiliki pengaruh signifikan terhadap kepuasan konsumen. *Perceived value*, *perceived innovativeness*, dan *satisfaction* memiliki pengaruh signifikan terhadap niat pembelian ulang. Di sisi lain, *Perceived quality* dan *perceived popularity* ditemukan tidak memiliki pengaruh signifikan terhadap niat pembelian ulang.

Kata Kunci: *cognitive-affective processing system, consumer satisfaction, expectation-confirmation theory, perceived brand leadership, repurchase intention.*