



INTISARI

Di tengah digitalisasi yang terus meningkat di Indonesia dan perekonomian digital yang terus meningkat, terdapat peluang bagi Indonesia dapat mengembangkan bidang tersebut terutama dalam bidang bisnis makanan segar melalui *e-commerce*. Penelitian ini bertujuan untuk mengetahui (i) pengaruh hubungan *perceived value* terhadap *repurchase intention* melalui kepercayaan dan loyalitas, (ii) pengaruh kepuasan konsumen terhadap *repurchase intention* melalui kepercayaan dan loyalitas, (iii) pengaruh kepercayaan terhadap *repurchase intention*, (iv) pengaruh loyalitas terhadap *repurchase intention*, dan (v) pengaruh *perceived value* terhadap kepuasan konsumen makanan segar melalui *fresh food e-commerce*. Penelitian kuantitatif ini menggunakan metode pengambilan sampel *convenience sampling* menggunakan *platform* TSurvey untuk mengumpulkan data dari 291 responden dengan menggunakan Skala likert satu hingga lima. Model diuji menggunakan metode CB-SEM (*Covariance Based Structural Equation Modeling*). Hasil penelitian menunjukkan bahwa semua berpengaruh terhadap *repurchase* baik itu hubungan langsung maupun tidak langsung.

Kata Kunci: *Perceived Value*, Kepuasan Konsumen, Kepercayaan, Loyalitas, *Repurchase Intention*, Makanan Segar, *Fresh Food E-Commerce*



ABSTRACT

Amid increasing digitalization in Indonesia and a digital economy that continues to improve, there is an opportunity for Indonesia to develop this field, especially in the fresh food business, through e-commerce. This research aims to determine (i) the influence of perceived value on intention to repurchase through trust and loyalty, (ii) of the influence of consumer satisfaction on intention to repurchase through trust and loyalty, (iii) the influence of trust on intention to repurchase, (iv) the influence of loyalty on repurchase intentions, and (v) the influence of perceived value on fresh food consumer satisfaction through fresh food e-commerce. This quantitative research uses a convenience sampling method using the TSurvey platform to collect data from 291 respondents using a one-to-five Likert scale. The model was tested using the CB-SEM (Covariance Based Structural Equation Modeling) method. The research results show that all relationships influence repurchase intentions both direct and indirect.

Keywords: Perceived Value, Customer Satisfaction, Trust, Loyalty, Repurchase Intention, Fresh Food, Fresh Food E-Commerce