

ABSTRAK

Pertumbuhan toko daring di Indonesia saat ini begitu cepat. Tiga toko daring terbesar di Indonesia mengalami peningkatan total pengunjung bulanan dari kuartal 1 ke kuartal 2 di tahun 2019 yaitu Tokopedia meningkat 2,34%, Shopee meningkat 20,95%, dan Bibli meningkat 17,96%. Namun, beberapa pengalaman konsumen dalam jual beli barang elektronik melalui toko daring menunjukkan sebaliknya yaitu konsumen enggan berniat membeli ulang melalui toko daring dikarenakan proses waktu menunggu barang sampai atau pengiriman barang lebih lama, harga barang terlampau mahal, serta spesifikasi barang tidak sesuai dengan yang ditawarkan. Faktor yang dapat mempengaruhi niat beli ulang daring konsumen di Indonesia yang meliputi faktor resiko, persepsi nilai dan kepercayaan masih relevan untuk diteliti. Penelitian ini bertujuan untuk menguji pengaruh resiko finansial, resiko produk, resiko keamanan, resiko waktu, persepsi nilai dan kepercayaan pada niat beli ulang daring.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Metode survei dilakukan dengan penyebaran kuesioner secara daring. Peneliti berhasil memperoleh 204 responden sesuai dengan kriteria yang telah ditetapkan. Teknik analisis data menggunakan regresi berganda.

Hasil penelitian menunjukkan bahwa variabel resiko finansial, resiko produk, resiko keamanan, dan resiko waktu berpengaruh negatif secara signifikan pada niat beli ulang daring. Sedangkan variabel persepsi nilai dan kepercayaan berpengaruh positif secara signifikan pada niat beli ulang daring. Penelitian ini dapat memberikan kontribusi bagi pemilik toko daring di Indonesia dengan meminimalkan faktor resiko, dan meningkatkan persepsi nilai dan kepercayaan konsumen.

Kata kunci : resiko finansial, resiko produk, resiko keamanan, resiko waktu, persepsi nilai, kepercayaan, niat beli ulang daring.

ABSTRACT

The growth of online shops in Indonesia is currently very fast. The three largest online shops in Indonesia experienced an increase in total monthly visitors from Q1 to Q2 in 2019, namely Tokopedia increased 2.34%, Shopee increased 20.95%, and Bibli increased 17.96%. However, some consumer experiences in buying and selling electronic goods through online shops show the opposite fact that is consumers are reluctant to repurchase intention through online shops caused by the process of waiting for goods to arrive or delivery of goods is longer, the price of goods is too expensive, and the specifications of the goods do not match what is offered. Factors that can influence consumer online repurchase intentions in Indonesia which include risk factors, perceived value and trust are still relevant to be investigated. This study aims to determine the influence of financial risk, product risk, safety risk, time risk, perceived value, and trust on online repurchase intention.

This research uses a quantitative approach with survey method. The survey method was conducted by distributing an online questionnaire. The researchers succeed to collect 204 respondents according to the predefined criterias. Data analysis technique uses double regression.

The results of this study indicate that financial risk, product risk, safety risk, and time risk variable have a significant negative effect on online repurchase intention. While perceived value and trust variable have a significant positive effect on online repurchase intention. This research can give contribution to online shop owner in Indonesia through minimizing risk factor and increasing perceived value and consumer trust.

Key words : financial risk, product risk, safety risk, time risk, perceived value, trust, online repurchase intention