

ABSTRACT

Purpose

The research is conducted based on the research questions in which will be used to determine the factors that influences customer's attitude and the online repurchase intentions of customers of Berrybenka.com. With the rapid growth of E-commerce activities, it is of critical importance to identify the determinants of the repurchase intention to both researchers and practitioners. This research attempts to explain the relationship between online shopping businesses and customers by testing the model incorporating the mechanisms of perceived quality, satisfaction, trust and consumers repurchase intention.

Methodology

This study uses the hypothetico-deductive method to test the hypotheses of the research. The participants of this study amounted to 152 people, consisting of Indonesian females with the age ranged from 18 to 27 years old as well as including consumers whom have purchased goods from Berrybenka online. A self-completed questionnaire which were spread throughout the internet are used to gather the data. The data result is coded and analyzed using the SPSS 21.0 program. Including the T-test, path analysis and ANOVA tests following the Linear Regressions analysis method.

Findings

The research findings indicates that trust and satisfaction are the factors which influences customer attitude of Berrybenka. Customer attitude are proven in affecting customer repurchase intention. Meanwhile, perceived quality evidently is not the factor which influence customer attitude. The most important factor which influences customer attitude is trust.

Limitation

The participants of the survey are limited in which the demographic falls in the age range of only 18 to 27 year olds. The sample of the study consist of one online shop, Berrybenka, which cannot be deputed and generalized towards all online shops in Indonesia as well as the customers.

Practical Implications

This research specifically suggest the sample of this online shop which is ; Berrybenka , to improve their services because of many emerging problems experienced by customers. Many being related to the decrease of trust such as late product arrival, product is different from purchase, unexpected results from promised offering etc. Since, the result of this study indicates that trust is the most important factor influencing attitude of their customers and will implicate to repurchase intention, Berrybenka should improve their service in order to increase trust level of their customers.

Keywords

Online Shopping, Online Repurchase Behavior of Customers Online, Satisfaction, Repurchase Intention, Trust, Perceived quality, Customer Attitude, Indonesia.

Student Name : Gita Intan Carissa

Thesis Title : The Factors Influencing Customer Attitude and Its Impacts on Online Repurchase Intention (Study case on Berrybenka.com)

Research Questions : What are the factors which influence customer attitude? Is customer attitude affect online repurchase intention?

Summary:

Online shopping is now emerging as popular application in the whole world, not exception in Indonesia. In online shopping, trust is the most common factor so that the transaction will going well. The information provided by the seller can influence the attitude of consumer in taking decisions whether they will repurchase product in the same online shop in the near future. This study aimed to analyzed the factors which influence customer attitude and its impact on repurchase intention at Berrybenka, online shop in Indonesia. The factors that analyzed in this study is trust, satisfaction and perceived quality. Thus, the research sought to test that:

H1. Perceived quality has significant direct effect on customer attitude

H2. Trust has significant direct effect on customer attitude

H3. Satisfaction has significant direct effect on customer attitude

H4. Customer attitude has significant direct effect on customer repurchase intention

The data were collected through questionnaires administered to a total of 152 participants with these criteria; female, ages 18-27 years old, and customers of Berrybenka. These participants come from some big cities in Indonesia. There are five variables, presented by twenty-six questions, being measured in the questionnaires using a five points Likert scale which spread by online.

The result of the study indicated that, based on regression analysis, trust and satisfaction have significant direct effect on customer attitude. And customer attitude has significant direct effect on repurchase intention; meanwhile perceived quality has no significant direct effect on customer attitude. Furthermore, based on the β coefficient, the factors which influence customer

attitude can be arranged as trust ($\beta = 0.505$) and satisfaction ($\beta = 0.412$); while customer attitude indicated as a factor which affect repurchase intention ($\beta = 0.914$).

The study has shown that the factors which influence customer attitude in Berrybenka online shop is trust and satisfaction. The punctuality of delivery services, customer services and product quality are influence the level of satisfaction. Meanwhile, the transaction system of Berrybenka and how Berrybenka can keep promise of delivery time accuracy are influence the level of trust. Thus, the level of customer satisfaction and trust are aimed to repurchase intention in the future.