



ABSTRAK

Penelitian ini adalah penelitian dengan metode kuantitatif yang bertujuan untuk mengetahui pengaruh kunci anteseden *Online Relationship Quality* terhadap niat pembelian ulang daring pada produk fashion. *Online Relationship Quality* memiliki empat kunci anteseden yaitu karakteristik penjual (*Perceived Website Usability*, *Perceived Expertise in Order Fulfillment*, *Perceived Vendor Reputation*), dan faktor perilaku penjual (*Distrust in Vendor Behavior*). Masing-masing kunci anteseden dianalisis pada penelitian ini.

Responden penelitian ini adalah konsumen yang pernah melakukan transaksi pembelian produk *fashion* secara *online* setidaknya tiga kali pada vendor yang sama. Metode *Non-Probability Sampling* digunakan dalam penelitian ini. Peneliti memperoleh data primer melalui kuisioner *online*. Terdapat 165 responden yang berpartisipasi dalam penelitian ini.

Penelitian ini menggunakan metode analisis *Partial Least Square* (PLS). Hasil penelitian ini menunjukkan bahwa niat pembelian ulang daring dipengaruhi positif oleh empat kunci anteseden *Perceived Website Usability*, *Perceived Expertise in Order Fulfillment*, *Perceived Vendor Reputation*. Sedangkan niat pembelian ulang daring dipengaruhi secara negatif oleh *Distrust in Vendor Behavior*.

Kata Kunci: Online repurchase intention, Perceived Website Usability, Perceived Expertise in Order Fulfillment, Perceived Vendor Reputation, Distrust in Vendor Behavior E-commerce, Fashion.



ABSTRACT

This research is a quantitative study aimed to find out the influence of key antecedents of online relationship quality towards online repurchase intention specifically in the fashion industry. Online relationship quality has 4 key antecedents, which are vendor characteristic (Perceived Website Usability, Perceived Expertise in Order Fulfillment, Perceived Vendor Reputation), and vendor behavior factor (Distrust in Vendor Behavior). Each key antecedent is being analyzed in this study.

The respondents are customers that have experienced purchasing fashion product online of at least three times on the same vendor. Non-probability sampling method is used in this study. The researcher obtained primary data through online questionnaire. A total of 165 respondents participated in this study.

Data analysis method used in this research is Partial Least Square (PLS). The result of this research reveals that all of the four key antecedents, which are Perceived Website Usability, Perceived Expertise in Order Fulfillment, and Perceived Vendor Reputation, positively influence Online Repurchase Intention. While Online Repurchase Intention is negatively influenced by Distrust in Vendor Behavior.

Keywords: Online repurchase intention, Perceived Website Usability, Perceived Expertise in Order Fulfillment, Perceived Vendor Reputation, Distrust in Vendor Behavior E-commerce, Fashion.