



## ABSTRAK

Penelitian ini bertujuan untuk menguji niat beli ulang konsumen dalam belanja daring. Peneliti menguji bagaimana faktor kemudahan dan kegunaan suatu teknologi informasi (kemudahan penggunaan persepsian dan kegunaan persepsian), serta faktor hedonik (kenikmatan berbelanja) secara langsung mempengaruhi niat beli ulang konsumen secara daring. Metode penelitian menggunakan survei penelitian *cross-sectional* dengan kuesioner sebagai instrumen pengumpulan data. Peneliti berhasil mengumpulkan sampel penelitian sebanyak 126 responden. Analisis data dilakukan menggunakan *SPSS 21.0 for windows*. Hasil penelitian menunjukkan bahwa kemudahan penggunaan persepsian ( $\beta=0,412$ ; Sig. 0,000) dan kenikmatan berbelanja ( $\beta=0,321$ ; Sig. 0,000) secara signifikan berpengaruh positif pada niat beli ulang konsumen secara daring. Kemudahan penggunaan persepsian ( $\beta=0,230$ ; Sig. 0,000) secara signifikan berpengaruh pada kegunaan persepsian. Kenikmatan berbelanja ( $\beta=0,372$ ; Sig. 0,000) secara signifikan berpengaruh positif pada kegunaan persepsian dan kenikmatan berbelanja ( $\beta=0,486$ ; Sig. 0,000) secara signifikan berpengaruh positif pada kemudahan penggunaan persepsian.

Kata kunci: Niat beli ulang, Kemudahan penggunaan persepsian, Kegunaan persepsian, Kenikmatan berbelanja, Berbelanja daring.



## **ABSTRACT**

The purpose of this study is to examine consumer' repurchase intentions in online shopping. The researcher examining how ease and usefulness factors in information technology (perceived ease of use and perceived usefulness), and hedonic factor (shopping enjoyment) directly influenced consumer' repurchase intentions in online. The methodology research using survey cross-sectional with questioner as an instrument data collection. The researcher collected research sample about 126 respondents. Data analysis using SPSS 21.0 for windows. The result of study shows that perceived ease of use ( $\beta=0,412$ ; Sig. 0,000) and shopping enjoyment ( $\beta=0,321$ ; Sig. 0,000) significantly have positive effect on consumer' repurchasee intention in online. Perceived ease of use ( $\beta=0,230$ ; Sig. 0,000) significantly have positive effect on consumer' repurchase intention in online. Shopping enjoyment ( $\beta=0,372$ ; Sig. 0,000) significantly have positive effect on perceived usefulness, and shopping enjoyment significantly have positive effect on perceived ease of use.

Key words: Repurchase intention, Perceived ease of use, Perceived usefulness, Shopping enjoyment, Online shopping.