

ABSTRACT

This study is motivated by the high growth of internet users and online purchasing-selling activities in Indonesia. Tokopedia as one of e-commerce platform in Indonesia is faced with problems such as a decrease in the number of its website visitors, low brand index score, data leak, and criticism from users. Because of that background, the updated research related to online repurchase intention is needed. Although Tokopedia is considered as a popular e-commerce platform, the mentioned problems before are important to note, because there are other platform competitors that are bigger and able to surpass Tokopedia at any time. Besides, there was found inconsistency results of previous studies about factors influencing online repurchase intention.

This study aims to analyze the influence of perceived website quality, perceived reputation, perceived value, and trust toward online repurchase intention. The quality, reputation, value, and trust are used based on Cognitive Affective Personality System (CAPS) theory. The proposed model of this study consists of 5 variables, perceived website quality and perceived reputation as independent variables, perceived value and trust as mediation variables, and online repurchase intention as dependent variable. The population is Tokopedia's users, people that has been ever purchased in Tokopedia at least once and visited Tokopedia's website (www.tokopedia.com). Through the purposive sampling method, datas of 178 respondents were collected through online questionnaire, then processed using SMARTPLS 3.0.

The results of this study showed that perceived reputation, perceived value, and trust have positive and significant effect toward online repurchase intention. However, perceived website quality has positive but not significant effect towards online repurchase intention. In addition, the results also found mediation roles of perceived value and trust. Perceived value and trust have full mediation effect between perceived website quality and online repurchase intention, while trust has partial mediation effect between perceived reputation and online repurchase intention.

Keywords: Perceived Website Quality, Perceived Reputation, Perceived Value, Trust, Online Repurchase Intention