

ABSTRACT

Digital transformation in the retail sector has given rise to new service models that combine transactional flexibility with personalized services, one of which is the “jastip” service. This service offers easy access to products not readily available in the domestic market, through individual intermediaries or social media-based entities such as *e-commerce* platforms. This study aims to analyze the determining factors that influence the decision to repurchase using jastip services among consumers in Central Java Province.

This thesis employs a quantitative approach using binary logistic regression analysis. Data were collected through the distribution of questionnaires completed and submitted by working-age respondents in Central Java Province. The independent variables analyzed include income, price, preference, ease of use, and perceived usefulness. The research findings indicate that the variables of income, preference, ease of use, and perceived usefulness have a significant positive influence on the decision to repurchase, while the price variable has a significant negative influence. Income has a positive effect, indicating that consumers with higher purchasing power are more likely to continue using jastip services. Conversely, the price factor has a negative effect, meaning that as prices rise, consumers become less willing to repurchase. Preference has a positive effect, meaning that consumers with more specific preferences for certain products are generally more likely to repurchase. The perceived usefulness and ease of use variables have significant positive effects: the scarcer the product, the higher the consumer interest in repurchasing; and the easier the jastip service is to use, the higher the consumer desire to repurchase.

The implications of these findings are that it is important for jastip service providers to consider aspects of consumer expectations, product availability reliability, and purchasing power-based segmentation when designing customer retention-oriented service strategies.

Keywords: consumer behavior, jastip, *e-commerce*, consumers, preferences