

***THE INFLUENCE OF E-WOM AND CUSTOMER EXPERIENCE
ON REPURCHASE INTENTION THROUGH TOKOPEDIA
CUSTOMER SATISFACTION***

By Nurcahyo Ramadhan

Abstract

This research is a type of quantitative research that aims to determine the effect of e-WOM and customer experience on repurchase intention through customer satisfaction. This study uses primary data sources. The sample used in this study was 100 respondents with a population of Tokopedia users who live in the South Jakarta area. Sampling in this study using non-probability sampling with purposive sampling technique. Data collection in this study was carried out by distributing questionnaires online using Google Forms via social media. The hypothesis test in this study uses the partial least squares method. The results of this study were (1)e-wom variable had no effect on repurchase intention with a sample origin value of 0.204, (2)customer experience variable had an effect on repurchase intention with a sample origin value of 0.307, (3)customer satisfaction variable had an effect on repurchase intention with a sample origin value of 0.359, (4)e-wom variable does not affect repurchase intention through customer satisfaction with a sample origin value of 0.070, (5)customer experience variable influences repurchase intention through customer satisfaction with a sample origin value of 0.238.

Keywords: *electronic word of mouth, customer experience, repurchase intention, customer satisfaction, customer behavior*

PENGARUH E-WOM DAN *CUSTOMER EXPERIENCE* TERHADAP *REPURCHASE INTENTION* MELALUI KEPUASAN PELANGGAN TOKOPEDIA

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Abstrak

Penelitian ini adalah jenis penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh e-wom dan *customer experience* terhadap *repurchase intention* melalui kepuasan pelanggan. Penelitian ini menggunakan sumber data primer. Sampel yang digunakan pada penelitian berjumlah 100 responden dengan populasi pengguna Tokopedia yang berdomisili di wilayah Jakarta Selatan. Penentuan sampel pada penelitian ini menggunakan *non probability sampling* dengan teknik *purposive sampling*. Pengumpulan data pada penelitian ini dilakukan dengan menyebarkan kuesioner secara online menggunakan Google Form melalui media sosial. Uji hipotesis pada penelitian ini menggunakan metode *partial least square*. Hasil dari penelitian ini diperoleh (1) Variabel e-wom tidak berpengaruh terhadap *repurchase intention* dengan nilai origin sampel sebesar 0,204, (2) Variabel *customer experience* berpengaruh terhadap *repurchase intention* dengan nilai origin sampel sebesar 0,307, (3) Variabel kepuasan pelanggan berpengaruh terhadap *repurchase intention* dengan nilai origin sampel sebesar 0,359, (4) Variabel e-wom tidak berpengaruh terhadap *repurchase intention* melalui kepuasan pelanggan dengan nilai origin sampel sebesar 0,070, (5) Variabel *customer experience* berpengaruh terhadap *repurchase intention* melalui kepuasan pelanggan dengan nilai origin sampel sebesar 0,238.

Kata Kunci: *electronic word of mouth, customer experience, repurchase intention, kepuasan pelanggan, perilaku konsumen*