

ABSTRAK

PENGARUH IKLAN, *WORD OF MOUTH* DAN *PRICE CONSCIOUSNESS* TERHADAP MINAT BELI ULANG SECARA ONLINE DI *SHOPEE*

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Penelitian ini bertujuan untuk mengetahui apakah: 1) iklan berpengaruh terhadap minat beli ulang secara *online*, 2) *word of mouth* berpengaruh terhadap minat beli ulang secara *online*, 3) *price consciousness* berpengaruh terhadap minat beli ulang secara *online* di *Shopee*, 4) ada perbedaan *price consciousness* antara laki-laki dan perempuan. Populasi dalam penelitian ini adalah masyarakat Yogyakarta yang pernah melakukan transaksi pembelian secara *online* di *Shopee*. Teknik pengambilan sampel menggunakan *purposive sampling*, data diperoleh dengan membagikan kuesioner secara *online* menggunakan *google form* kepada 104 responden. Analisis data yang digunakan adalah uji validitas, uji reliabilitas, uji asumsi klasik, analisis deskriptif, analisis regresi linear berganda, uji hipotesis dan *independent sample T test*. Hasil penelitian menunjukkan bahwa: 1) iklan berpengaruh signifikan terhadap minat beli ulang secara *online* di *Shopee*, 2) *word of mouth* berpengaruh signifikan terhadap minat beli ulang secara *online* di *Shopee*, 3) *price consciousness* berpengaruh signifikan terhadap minat beli ulang secara *online* di *Shopee*, 4) tidak ada perbedaan *price consciousness* antara laki-laki dan perempuan.

Kata kunci: minat beli ulang secara *online*, *Shopee*, iklan, *word of mouth*, dan *price consciousness*.

ABSTRACT**THE INFLUENCE OF ADVERTISING, WORD OF MOUTH, PRICE CONSCIOUSNESS ON ONLINE REPURCHASE INTENTION IN SHOPEE**

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This study aims to find out whether: 1) advertising influence online repurchase intention, 2) word of mouth influence online repurchase intention, 3) price consciousness influence online repurchase intention in Shopee, 4) there is different of price consciousness between man and woman. The population in this study are the locals of Yogyakarta who have made online purchases in Shopee. The sampling technique used purposive sampling, data was obtained by distributing online questionnaires by using google form to 104 respondents. The data analysis used are validity test, reliability test, classic assumption test, descriptive analysis, multiple linear regression analysis, hypothesis testing and independent sample T test. The results showed that: 1) advertising had a significant influence on online repurchase intention in Shopee, 2) word of mouth had a significant influence on online repurchase intention in Shopee, 3) price consciousness had a significant influence on online repurchase intention in Shopee, 4) there is no difference in price consciousness between man and woman.

Keywords: online repurchase interest, *Shopee*, advertising word of mouth, and price consciousness.