

ABSTRAK

Penelitian ini bertujuan (1) untuk menganalisis pengaruh orientasi belanja hedonis pada sikap terhadap belanja daring, (2) untuk menganalisis pengaruh kepercayaan belanja daring pada sikap terhadap belanja daring, (3) untuk menganalisis pengaruh pengalaman belanja daring pada sikap terhadap belanja daring, (4) untuk menganalisis pengaruh sikap terhadap belanja daring pada minat beli ulang, (5) untuk menganalisis pengaruh orientasi belanja hedonis pada minat beli ulang dengan dimediasi oleh sikap terhadap belanja daring, (6) untuk menganalisis pengaruh kepercayaan belanja daring pada minat beli ulang dengan dimediasi oleh sikap terhadap belanja daring, (7) untuk menganalisis pengaruh pengalaman belanja daring pada minat beli ulang dengan dimediasi oleh sikap terhadap belanja daring. Desain penelitian yang digunakan dalam penelitian ini adalah deskriptif kuantitatif dan menggunakan teknik *purposive sampling*. Data dikumpulkan melalui survei online terhadap populasi generasi Z di Indonesia. Jumlah sampel sebanyak 105 responden. Data penelitian dianalisis menggunakan *Partial Least Squares (PLS)*, yakni salah satu teknik *Structural Equation Modeling (SEM)* dengan menggunakan perangkat lunak *SmartPLS* versi 3. Hasil penelitian menunjukkan bahwa (1) orientasi belanja hedonis tidak berpengaruh positif pada sikap terhadap belanja daring, (2) kepercayaan belanja daring berpengaruh positif pada sikap terhadap belanja daring, (3) pengalaman belanja daring berpengaruh positif pada sikap terhadap belanja daring, (4) sikap terhadap belanja daring berpengaruh positif pada minat beli ulang, (5) sikap terhadap belanja daring tidak memediasi pengaruh orientasi belanja hedonis pada minat beli ulang, (6) sikap terhadap belanja daring memediasi pengaruh kepercayaan belanja daring pada minat beli ulang, (7) sikap terhadap belanja daring memediasi pengaruh pengalaman belanja daring pada minat beli ulang.

Kata kunci: Orientasi belanja hedonis, kepercayaan belanja daring, pengalaman belanja daring, sikap terhadap belanja daring, minat beli ulang.

ABSTRACT

This study aims (1) to analyze the effect of hedonic shopping orientation on attitudes towards online shopping, (2) to analyze the influence of online shopping trust on attitudes towards online shopping, (3) to analyze the effect of online shopping experience on attitudes towards online shopping, (4) to analyze the effect of attitudes towards online shopping on repurchase intention, (5) to analyze the effect of hedonic shopping orientation on repurchase intention mediated by attitudes towards online shopping, (6) to analyze the effect of shopping trust online on repurchase intention mediated by attitudes toward online shopping, (7) to analyze the effect of online shopping experience on repurchase intention mediated by attitudes toward online shopping. The research design used in this research is descriptive quantitative and uses purposive sampling technique. Data was collected through an online survey of the Z-generation population in Indonesia. The number of samples is 105 respondents. Research data were analyzed using Partial Least Squares (PLS), which is one of the Structural Equation Modeling (SEM) techniques using SmartPLS version 3. The results of the research show that (1) hedonic shopping orientation has no positive effect on attitudes towards online shopping, (2) online shopping trust has a positive effect on attitudes towards online shopping, (3) online shopping experience has a positive effect on attitudes towards online shopping, (4) attitudes towards online shopping have a positive effect on repurchase intention, (5) attitudes towards online shopping do not mediate the effect of hedonic shopping orientation on repurchase intention, (6) attitudes towards online shopping mediate the effect of online shopping trust on repurchase intention, (7) attitudes on online shopping mediates the effect of online shopping experience on repurchase intention.

Keywords: Hedonic shopping orientation, online shopping trust, online shopping experience, attitude towards online shopping, repurchase intention.

