

**“PENGARUH *E-LIFESTYLE*, *E-WORD OF MOUTH* DAN *PRODUCT QUALITY* TERHADAP *REPURCHASE INTENTION*
(Survei Pada Pelanggan Shopee)”**

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Abstrak

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *e-lifestyle*, *e-word of mouth* dan *product quality* terhadap *repurchase intention* (survei pada pelanggan Shopee). Metode pengambilan sampel yang digunakan dalam penelitian ini adalah metode *non probability sampling* berupa *purposive sampling*, yaitu cara pengambilan sampel yang membatasi pada kriteria-kriteria tertentu agar dapat menjadi anggota sampel. Jumlah sampel dalam penelitian ini adalah sebanyak 120 responden. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Analisis dalam penelitian ini menggunakan metode analisis regresi linear berganda. Hasil penelitian ini menunjukkan bahwa (1) *e-lifestyle* berpengaruh terhadap *repurchase intention* pada produk *fashion* pelanggan Shopee, ditunjukkan dengan nilai t hitung sebesar 3,206 dengan nilai signifikansi sebesar 0,002. Di mana semakin luas *e-lifestyle* dalam penyebaran dan kuantitas *e-lifestyle* suatu produk yang beredar di masyarakat, maka dapat meningkatkan *repurchase intention*, begitu pun sebaliknya. (2) *e-word of mouth* berpengaruh terhadap *repurchase intention* pada produk *fashion* pelanggan Shopee, ditunjukkan dengan nilai t hitung sebesar 5,715 dengan nilai signifikansi sebesar 0,000. Di mana semakin luas *e-word of mouth* dalam penyebaran dan kuantitas *e-word of mouth* suatu produk yang beredar di masyarakat, maka dapat meningkatkan *repurchase intention*, begitu pun sebaliknya. (3) *product quality* berpengaruh terhadap *repurchase intention* pada produk *fashion* pelanggan Shopee, ditunjukkan dengan nilai t hitung sebesar 4,654 dengan nilai signifikansi sebesar 0,000. Di mana semakin luas *product quality* dalam penyebaran dan kuantitas *product quality* suatu produk yang beredar di masyarakat, maka dapat meningkatkan *repurchase intention*, begitu pun sebaliknya.

Kata kunci: *E-Lifestyle*, *E-Word of Mouth*, *E-WOM*, *Product Quality*, *Repurchase Intention*.

**“THE INFLUENCE OF E-LIFESTYLE, E-WORD OF MOUTH AND
PRODUCT QUALITY TOWARDS REPURCHASE INTENTION
(Survey On the Customers Shopee)”**

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Abstract

This study aimed to find out the influence of e-lifestyle, e-word of mouth and product quality towards repurchase intention (survey on the customers Shopee. Sampling method used in this research is non probability sampling method in the form of purposive sampling, that is the way of sampling which limiting on certain criterion or requirement in order to become member of sample. The number of samples in this study is as many as 120 respondents. Collecting data primary usies questionnaires that have been tested for validity and reliability. The analysis in this study uses multiple linear regression method. The results of this study indicate that (1) e-lifestyle has an effect on repurchase intention on Shopee customer fashion products, indicated by the value of t count of 3.206 with a significance value of 0.002. The broader e-lifestyle in the distribution and quantity of e-lifestyle of a product is circulating in the community. It can increase repurchase intention, and vice versa. (2) e-word of mouth has an effect on repurchase intention on Shopee customer fashion products, indicated by the value of t count of 5.715 with a significance value of 0.000. Where the broader e-word of mouth in the spread and quantity of e-word of mouth a product circulating in the community, it can increase repurchase intention, and vice versa. (3) product quality has an effect on repurchase intention on Shopee customer fashion products, indicated by the value of t count of 4.654 with a significance value of 0,000. Where the broader product quality in the distribution and product quality quantity of a product is circulating in the community, it can increase repurchase intention, and vice versa.

Keyword: *E-lifestyle, E-Word of Mouth, E-WOM, Product Quality, Repurchase Intention.*