Analysis of Consumer Repurchase Intention towards Online Shopping in Indonesia’s Online Retail Business Market: A Case Study of Bhinneka.Com and Glodokshop.Com

Bintang Aaron Smith 1200962145

ABSTRACT

Internet and E-commerce technology have changed the way customers think and behave. Every single condition and environment will lead to a unique consumer buying behavior. That is why this research will be directed to the evaluation and analysis of consumer repurchase intention towards two of the biggest Indonesia’s online retail businesses which are Bhinneka.com and GlodokShop.com. The objective of this research is to fulfill its descriptive and analytical purpose with respect to dependent and independent variables in the environment.

The research was conducted by distributing online questionnaires randomly to Indonesian customers via social media, email, and online forum with a target of 100 valid data. IBM SPSS 20 was used to do the statistical analysis in order to find out whether there is any correlation between each variables and whether there is any impact from the moderators to the key constructs.

As for the result, it revealed that there is no correlation between Social Influence construct towards Repurchase Intention when the construct was moderated by gender, age, and voluntariness of use.

Keywords: e-commerce, repurchase intention, online retailing, Indonesia