

**PENGARUH *SECURITY* TERHADAP *REPURCHASE INTENTION* YANG
DIMEDIASI *TRUST***

(Studi Pada Pengguna *Marketplace* di Indonesia)

ABSTRAK

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Penelitian ini bertujuan untuk menganalisis dan menjelaskan pengaruh *security* terhadap *repurchase intention* yang dimediasi oleh *trust* pada pengguna *marketplace* shopee/ tokopedia di Indonesia. Metode pengambilan sample dalam penelitian ini menggunakan teknik *nonprobability sampling* teknik yang digunakan menggunakan teknik *accidental sampling* yang berjumlah 100 reponden pengguna shopee/ tokopedia. Dalam pengumpulan data menggunakan angket, data kepustakaan dan internet. Analisis data menggunakan deskriptif software Warp-PLS 7.0. Hasil penelitian menunjukkan bahwa *security* berpengaruh terhadap *repurchase intention*, *security* berpengaruh terhadap *trust*, *trust* berpengaruh terhadap *repurchase intention*. Hasil kesimpulan menunjukkan bahwa *trust* mampu memediasi antara *security* terhadap *repurchase intention*.

Kata Kunci : *Security, Trust, Repurchase Intention.*

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(Study on Marketplace Users in Indonesia)

ABSTRACT

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This study aims to analyze and explain the effect of security on repurchase intention mediated by trust in shopee/tokopedia marketplace users in Indonesia. The sampling method in this study used a non-probability sampling technique. The technique used was accidental sampling, with a total of 100 shopee/tokopedia users. In collecting data using questionnaires, library data and the internet. Data analysis used descriptive software Warp-PLS 7.0. The results showed that security had an effect on repurchase intention, security had an effect on trust, and trust had an effect on repurchase intention. The conclusion shows that trust is able to mediate between security and repurchase intention.

Keywords: *Security, Trust, Repurchase Intention.*