



UNIVERSITAS TARUMANAGARA

FAKULTAS EKONOMI

JAKARTA

SKRIPSI

***TRUST DAN SATISFACTION DALAM MEMPREDIKSI REPURCHASE
INTENTION PADA PELANGGAN TOKOPEDIA DI JAKARTA BARAT:
COMMITMENT SEBAGAI VARIABEL MEDIATOR***

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ABSTRAK

UNIVERSITAS TARUMANAGARA
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- (A) NICO (115130138)
- (B) *TRUST DAN SATISFACTION DALAM MEMPREDIKSI REPURCHASE INTENTION PADA PELANGGAN TOKOPEDIA DI JAKARTA BARAT: COMMITMENT SEBAGAI VARIABEL MEDIATOR*
- (C) xvii + 98 hlm, 2016, tabel 25, gambar 16, lampiran 8
- (D) MANAJEMEN PEMASARAN
- (E) **Abstract:** *The purposes of this study are: First, to explore the among trust and satisfaction on predicting repurchase intention. Second, to explore the among trust and satisfaction on predicting commitment. Third, to explore the commitment on predicting repurchase intention. Fourth, to find out if commitment is able to mediate trust and satisfaction on predicting repurchase intention. The population of this research are all Tokopedia customer in Jakarta. The samples of this research are 208 respondents by online questionnaires with the nonprobability sampling technique with convenience sampling. The technique of data analysis used in this study was regression analysis and mediating test to examine the hypotheses. The results are: (a) trust and satisfaction have positively predict repurchase intention; (b) trust and satisfaction have positively predict commitment; (c) commitment has positively predict repurchase intention; (d) customer satisfaction will mediate the trust and satisfaction on predicting repurchase intention*
- (F) Daftar Acuan (1986 – 2016)
- (G) (Dr. Keni, SE., MM.)