

**PENGARUH PERCEIVED USEFULNESSSS,
PERCEIVED EASY OF USE DAN PERCEIVED
VALUE TERHADAP REPURCHASE INTENTION
PENGUNA SHOPEE PADA MAHASISWA
PRODI MANAJEMEN UNDIKSHA**

Oleh

Kadek Dwiki Kumara Astawa, NIM 1817041252

Jurusan Manajemen, Fakultas Ekonomi

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh: (1) *perceived usefulnessss*, *perceived easy of use*, dan *perceived value* terhadap *repurchase intention* pengguna Shopee pada mahasiswa prodi Manajemen Undiksha, (2) *perceived easy of use* terhadap *repurchase intention* pengguna Shopee pada mahasiswa prodi Manajemen Undiksha, (3) *perceived usefulnessss* terhadap *repurchase intention* pengguna Shopee pada mahasiswa prodi Manajemen Undiksha, dan (4) *perceived value* terhadap *repurchase intention* pengguna Shopee pada mahasiswa prodi Manajemen Undiksha. Desain penelitian yang digunakan dalam penelitian ini adalah kuantitatif kausal. Subjek penelitian adalah mahasiswa prodi Manajemen Undiksha dari semester 2 hingga semester 8 yang menggunakan Shopee, yang berumur dari 18 sampai dengan 25 tahun dan objek penelitian ini adalah *perceived usefulnessss*, *perceived easy of use*, *perceived value*, dan *repurchase intention*. Sampel dalam penelitian ini berjumlah 100 responden. Metode pengumpulan data yaitu dengan menggunakan kuesioner. Hasil penelitian menunjukkan bahwa: (1) *perceived usefulnessss*, *perceived easy of use*, dan *perceived value* berpengaruh signifikan terhadap *repurchase intention* pengguna Shopee pada mahasiswa prodi Manajemen Undiksha, (2) *perceived usefulnessss* berpengaruh signifikan terhadap *repurchase intention* pengguna Shopee pada mahasiswa prodi Manajemen Undiksha, (3) *perceived easy of use* berpengaruh signifikan terhadap *repurchase intention* pengguna Shopee pada mahasiswa prodi Manajemen Undiksha, dan (4) *perceived value* berpengaruh signifikan terhadap *repurchase intention* pengguna Shopee pada mahasiswa prodi Manajemen Undiksha.

Kata kunci: *perceived usefulnessss*, *perceived easy of use*, *perceived value*, *repurchase intention*.

**PENGARUH PERCEIVED USEFULNESSSS,
PERCEIVED EASY OF USE DAN PERCEIVED
VALUE TERHADAP REPURCHASE INTENTION
PENGUNA SHOPEE PADA MAHASISWA
PRODI MANAJEMEN UNDIKSHA**

Oleh

Kadek Dwiki Kumara Astawa, NIM 1817041252

Jurusan Manajemen, Fakultas Ekonomi

ABSTRACT

This research aims to test the effect of: (1) perceived usefulness, feels easy to use, And profit value to buy back meaning Shopee users among Undiksha Management study program students, (2) feels easy to use to buy back meaning Shopee users among Undiksha Management study program students, (3) felt use to buy back meaning Shopee users among Undiksha Management study program students, and (4) felt mark to buy back meaning Shopee users among Undiksha Management study program students. The research design used in this research is causal quantitative. The research subjects were Undiksha Management study program students from semester 2 to semester 8 who used Shopee, aged 18 to 25 years and the object of this research was felt use, felt easy from use, felt mark, And buy back meaning. The sample in this study consisted of 100 respondents. The data collection method is by using a questionnaire. The research results show that: (1) felt felt use, felt easy from use, And felt mark significant effect on buy back meaning Shopee users among Undiksha Management study program students, (2) felt use significant effect on buy back meaning Shopee users among Undiksha Management study program students, (3) felt easy from use significant effect on buy back meaning Shopee users among Undiksha Management study program students, and (4) felt mark significant effect on buy back meaning Shopee users among Undiksha Management study program students.

Keywords: *perceived usefullnesss, perceived easy of use, perceived value, repurchase intention.*