THE INFLUENCE OF PRICE AND TRUST TOWARDS CUSTOMER REPURCHASE INTENTION IN ONLINE SHOPPING

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ABSTRACT

Internet has become a necessity for any individual or organization. The rapid development of Information and Communication Technology has triggered the birth of various trends in daily life such as e-commerce activities. Companies or brand owners who use internet marketing to provide all the information about the products they have, more likely to get buyers. Briefly the use of the internet as a marketing medium is the most appropriate to convey complete information to the market. The online shopping activities have grown significantly along with the increasing of people intention to do buying and selling activity with online. The purpose of this research was to determine the effect of price and customer trust in customer intention to return shopping online, the data of this research came from the spread of the questionnaire to 45 respondents who had shopped at marketplace Tokopedia. The technique of collecting data using questionnaires that have been tested for validity and reliability. Data analysis techniques used to answer the hypothesis was multiple regression. The result showed that partially, customer trust significantly influence the customer intention to return shopping online. And price has not significant. But simultaneous price and customer trust significantly influence customer intention to return shopping online.

Keyword : Price, Customer Trust, Repurchase Intention, Online Marketplace.