

**A STUDY OF THE INFLUENCING FACTORS
ON REPURCHASE INTENTION IN AN OMNI-
CHANNEL SERVICE.
THE CASE OF GOJEK IN INDONESIA.**



**PROGRAM STUDI MAGISTER MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS KATOLIK
SOEGIJAPRANATA SEMARANG**

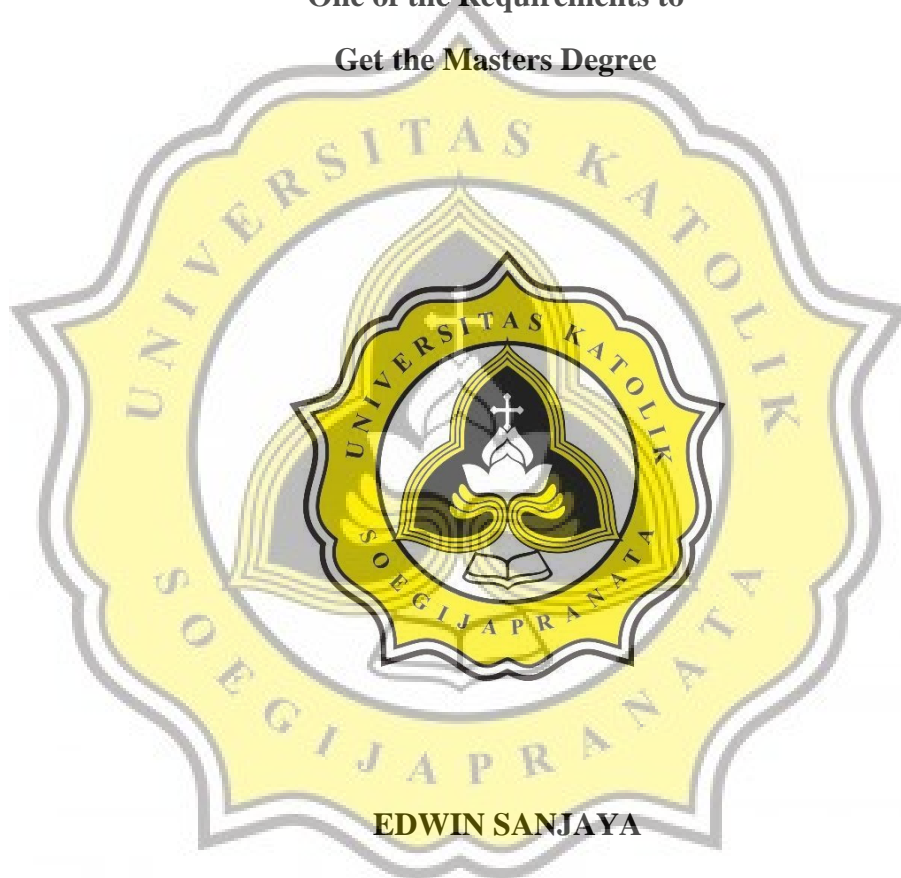
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ON REPURCHASE INTENTION IN AN OMNI-
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Submitted In Order To Fulfill

One of the Requirements to

Get the Masters Degree



EDWIN SANJAYA

18.D3.0002

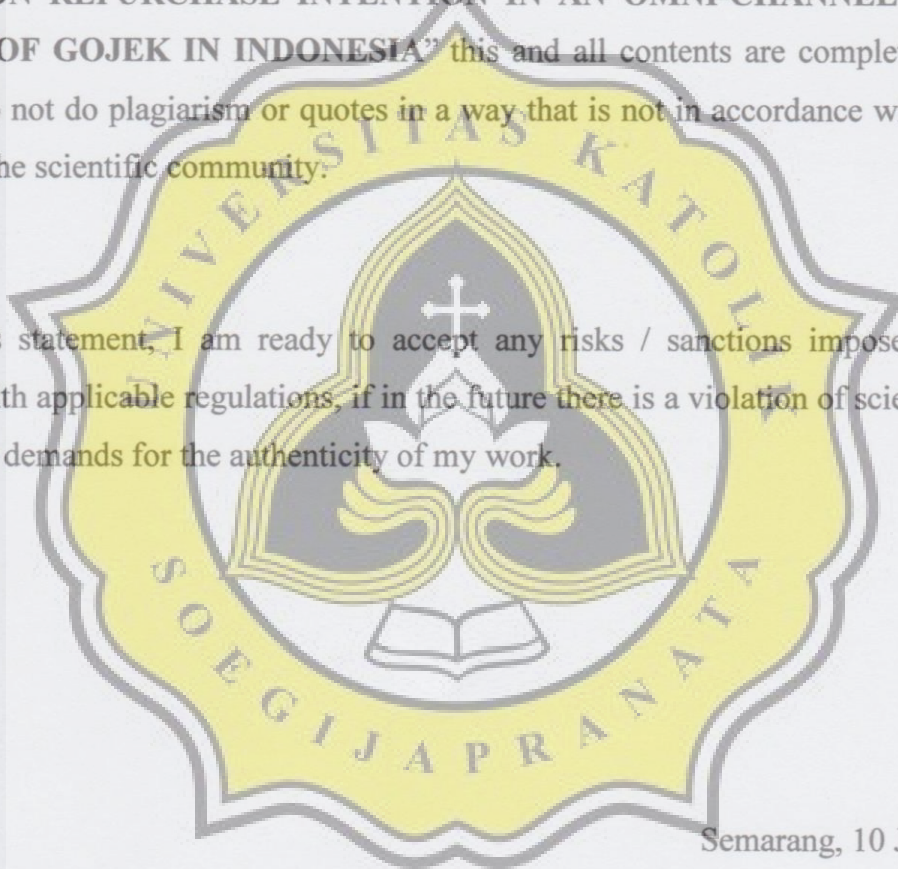
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2021

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VERIFICATION STATEMENT

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PREFACE

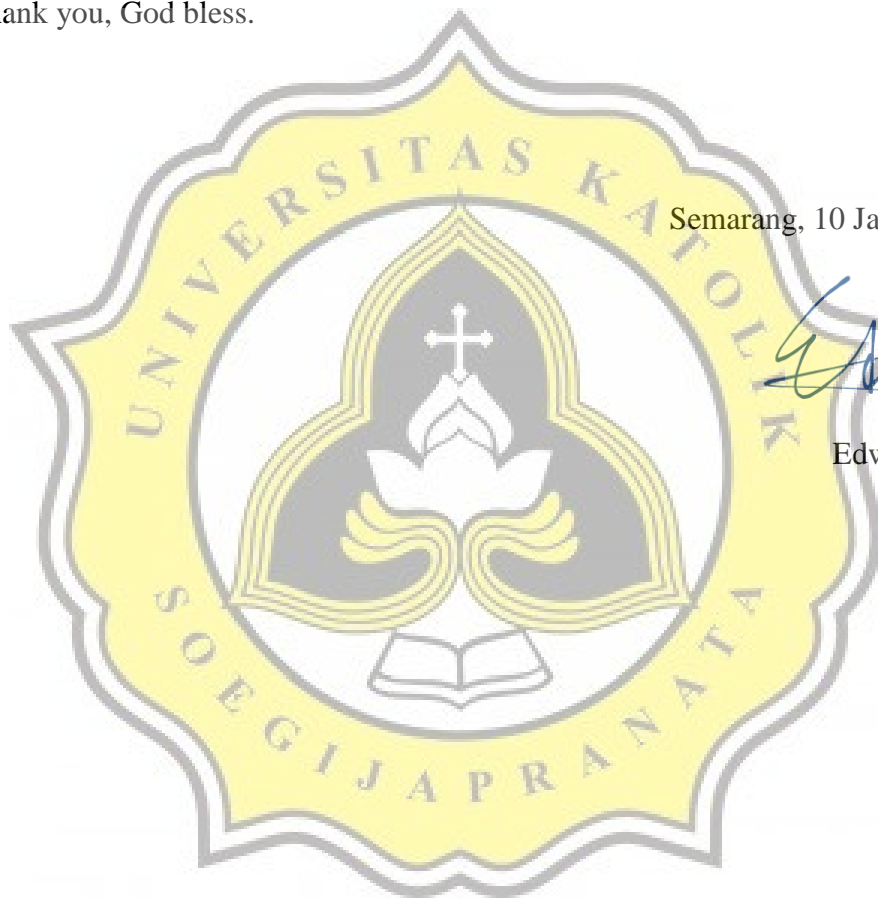
Praise and thanks to God, for the abundance of His Grace and Gifts, so that the researcher can complete the thesis with the title: “Investigation of Factors Affecting Repeat Purchase Activities in Omni-channel Services. The Gojek Case in Indonesia”. This Thesis writing is intended to fulfill one of the requirements for completing the study and in order to obtain a Master of Management and Master Business Administration in the double degree program organized by Unika Soegijapranata Semarang and Providence University Taiwan.

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Finally, the author also wants to apologize if there are mistakes, whether intentional or unintentional. Hopefully the results of this thesis work can be useful for readers.

Thank you, God bless.



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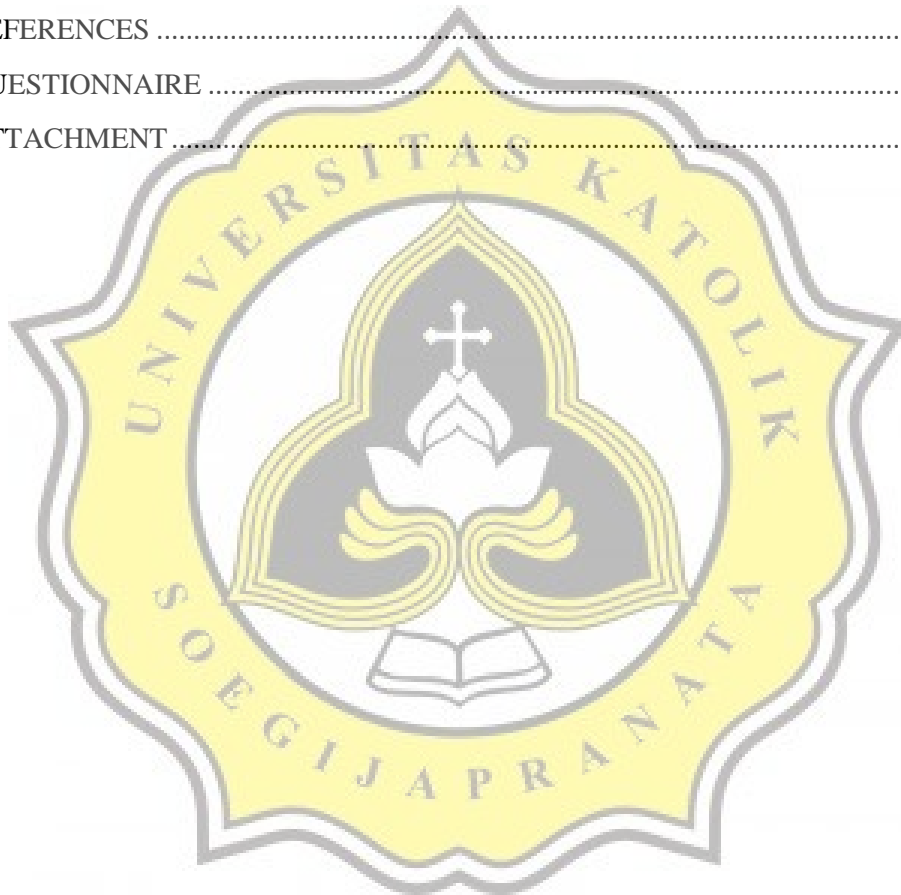
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ABSTRACT

Nowadays, lots of companies compete to win their consumers' hearts so they become loyal to the company. Innovation is always done by companies to provide the best service. The omnichannel concept is one of innovation that suitable for this era. Omnichannel is an operational concept within a company where companies can provide an excellent shopping experience for their customers because the existing channels are well connected and seamless. However, sometimes the reality is not the same that expected before. Even though companies have implemented this omnichannel system, sometimes they still fail to engage more customers. Therefore, the purpose of this study is to determine the factors that influence repurchase intention so that later it can help researchers and also from the managerial side to use existing factors to manage the strategy.

This research was conducted by the author using the Gojek's company as a case research and involving active Gojek consumers in Indonesia as the research sample. The researcher then found 221 sample data for further investigation. The analytical method used in this research is multiple regression analysis, path analysis, and descriptive analysis using SPSS version 25.0.

The first finding of this study is that there are five factors that have a direct and significant influence on the level of customer satisfaction in using the services of the Gojek company, namely hedonic, utilitarian, habit, altruism, and social interaction, while the time saving factor has no effect on the level of satisfaction. Second, there are five factors that have a direct and significant effect on the level of customer trust in using the services of Gojek, namely hedonic, habit, altruism, and social interaction, while utilitarian and time saving factors have no significant effect on the level of consumer confidence. The last one is there are five factors that have a direct and significant effect on repeat purchasing activities carried out by Gojek service customers, namely utilitarian factors, habit, altruism, satisfaction and trust, while hedonic factors, time saving and social interaction do not have a direct effect on repurchasing activities.

The results obtained can be used to help researchers and also the company's managerial side to use existing factors to manage their company's business strategy. Further research needs to be done because different situations and conditions can produce different results.

Keywords - innovation, omnichannel, repurchase intention.