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

EDWIN SANJAYA

18.D3.0002

PROGRAM STUDI MAGISTER MANAJEMEN

FAKULTAS EKONOMI DAN BISNIS

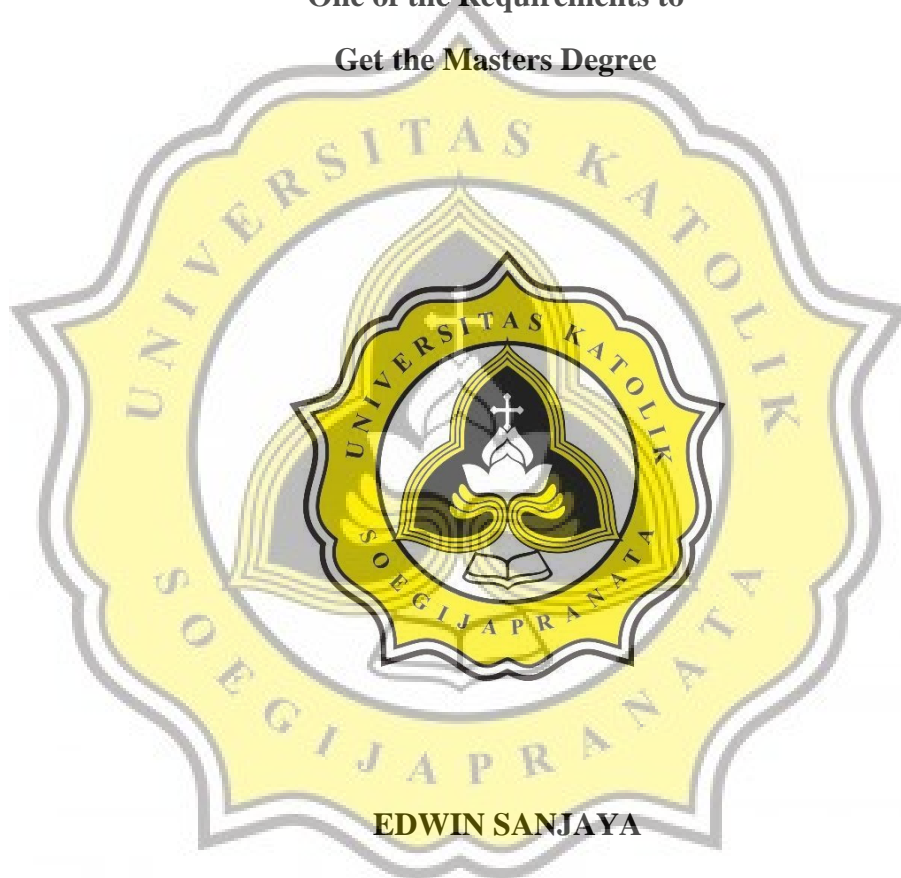**UNIVERSITAS KATOLIK**

SOEGIJAPRANATA SEMARANG

2021

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

Submitted In Order To Fulfill

One of the Requirements to

Get the Masters Degree

EDWIN SANJAYA

18.D3.0002

PROGRAM STUDI MAGISTER MANAJEMEN

FAKULTAS EKONOMI DAN BISNIS

UNIVERSITAS KATOLIK SOEGIJAPRANATA

SEMARANG

2021

AUTHENTICITY STATEMENT OF THESIS

I hereby declare that the thesis entitled "**A STUDY OF THE INFLUENCING FACTORS ON REPURCHASE INTENTION IN AN OMNI-CHANNEL SERVICE. THE CASE OF GOJEK IN INDONESIA**" this and all contents are completely my own work and I do not do plagiarism or quotes in a way that is not in accordance with the ethics prevailing in the scientific community.

In this statement, I am ready to accept any risks / sanctions imposed on me in accordance with applicable regulations, if in the future there is a violation of scientific ethics, or if there any demands for the authenticity of my work.

Semarang, 10 January 2021

Edwin Sanjaya

iii
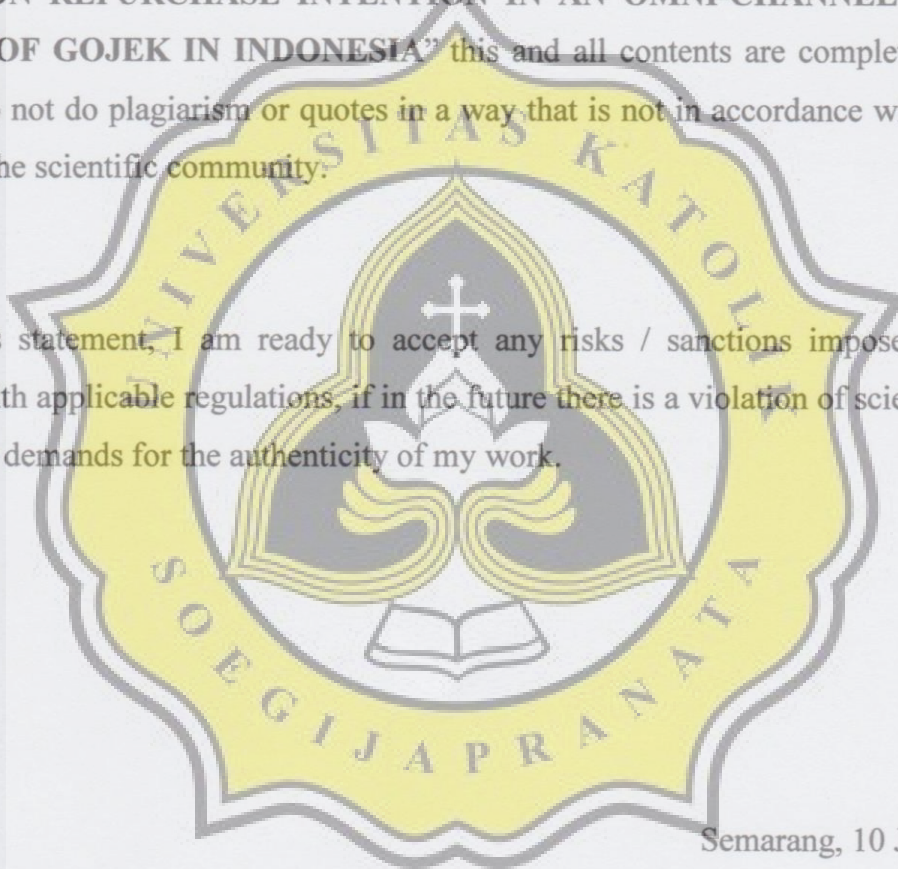
VERIFICATION STATEMENT

Title of thesis	:	A study of the influencing factors on repurchase intention in an Omni-channel service. The case of Gojek in Indonesia
Submitted by	:	Edwin Sanjaya
Student Number	:	18.D3.0002
Approved date	:	21 December 2020
Has been approved by		
Main Advisor	:	Prof. Dr. Ridwan Sanjaya S.E., S.Kom., MS.IEC.
Examiner 1	:	Dr. Rustina Untari M.Si.
Examiner 2	:	Prof. Dr. Ridwan Sanjaya S.E., S.Kom., MS.IEC.
Examiner 3	:	Dr. Bernardinus Harnadi S.T., M.T.
Examiner 4	:	Prof. Dr. Ridwan Sanjaya S.E., S.Kom., MS.IEC.
Department chairman	:	Dr. Agatha Ferijani S.E., MS.HRM.
Dean	:	Drs. Theodorus Sudimin M.S.

This page is a legitimate page and can be verified via the address below.

sintak.unika.ac.id/skripsi/verifikasi/?id=18.D3.0002

SCIENTIFIC PUBLICATION APPROVAL SHEET FOR ACADEMIC INTEREST

As an academic community member of Soegijapranata Catholic University of Indonesia, I, the undersigned below :

Name   :   Edwin Sanjaya

Student Number :   18.D3.0002

Study Program   :   Master of Management

Faculty   :   Economics and Business

Type   :   Thesis

declare that for the purposes of scientific development, agree to give the right to Soegijapranata Catholic University of Indonesia to store, transfer media / format, manage it in a database, distribute, and display / publish it on the internet or other media for academic purposes without the need to ask my permission as long as keep using my name as a writer / creator and as the copyright owner of my scientific work entitled:

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

All lawsuits arising from copyright infringement in this scientific work are my personal responsibility.

I make this statement with the truth without coercion from any party.

Semarang, 10 January 2021
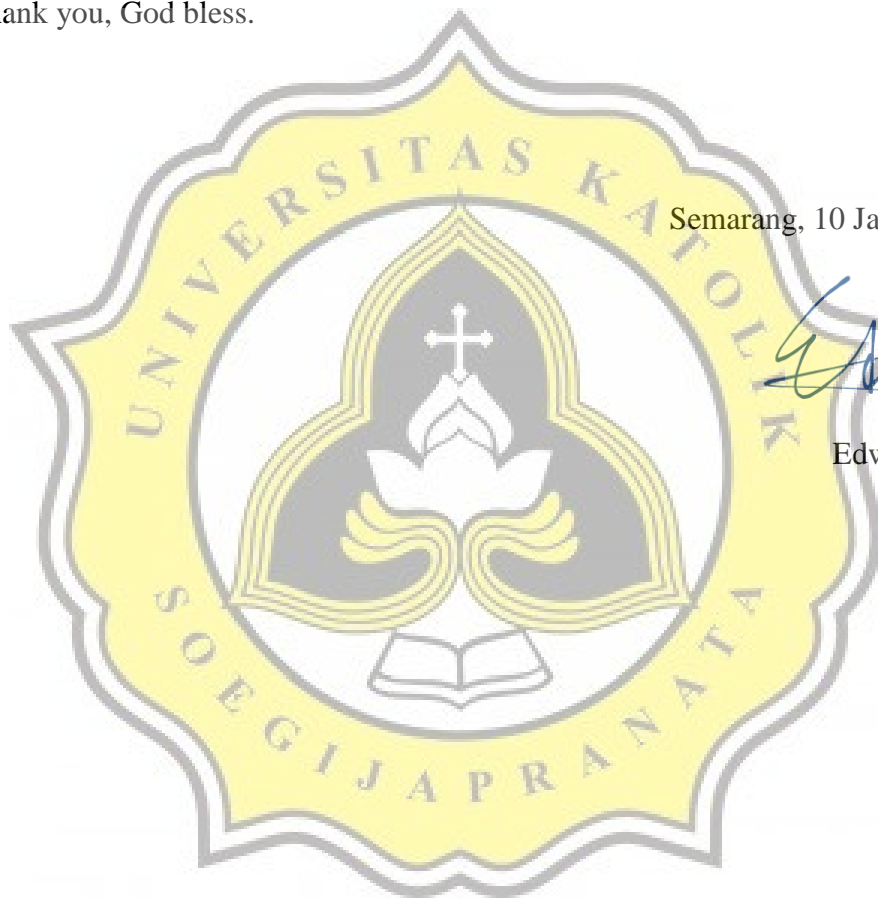
Edwin Sanjaya

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.

The completion of this thesis writing certainly cannot be separated from the help and support of various parties. The author's gratitude goes to :

1. Lord Jesus Christ for the abundance of graces given to the author until the completion of this thesis.
2. Mr Prof. Dr. Ridwan Sanjaya, S.E., S.Kom., MS IEC as the Rector of Unika Soegijapranata Semarang and also as the supervisor who has given the time to guide the author in the preparation of this thesis.
3. Mr. Prof. Yung-Shen Yen, B.A., M.B.A., Ph.D as my second supervisor at Providence University, Taiwan, who has taken the time and place to guide the author in the preparation of this thesis.
4. Mr Dr. Bernardinus Harnadi, MT and Mrs. Dr. Rustina Untari, M.Si as the examiner lecturer and also as a provider of input and advice for the writing of my thesis.
5. Mrs. Dr. Agatha Ferijani, SE, MS-HRM as the Head of the Master of Management Study Program who has given encouragement and encouragement to the author.
6. Mrs. Dr. Agatha Ferijani, SE, MS-HRM as the Head of the Master of Management Study Program who has given encouragement and encouragement to the author.
7. Mrs. Dr. Retno Yustini Wahyuningdyah, MSI as the Secretary of the Master of Management Study Program who has given encouragement and encouragement to the author.
8. Administration and library officers who have helped me in managing administrative papers that are useful in my research.
9. My parents who have prayed for me and also gave me support so that I can complete my master degree.
10. All parties who have provided assistance to author that the author cannot mention one by one.

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.
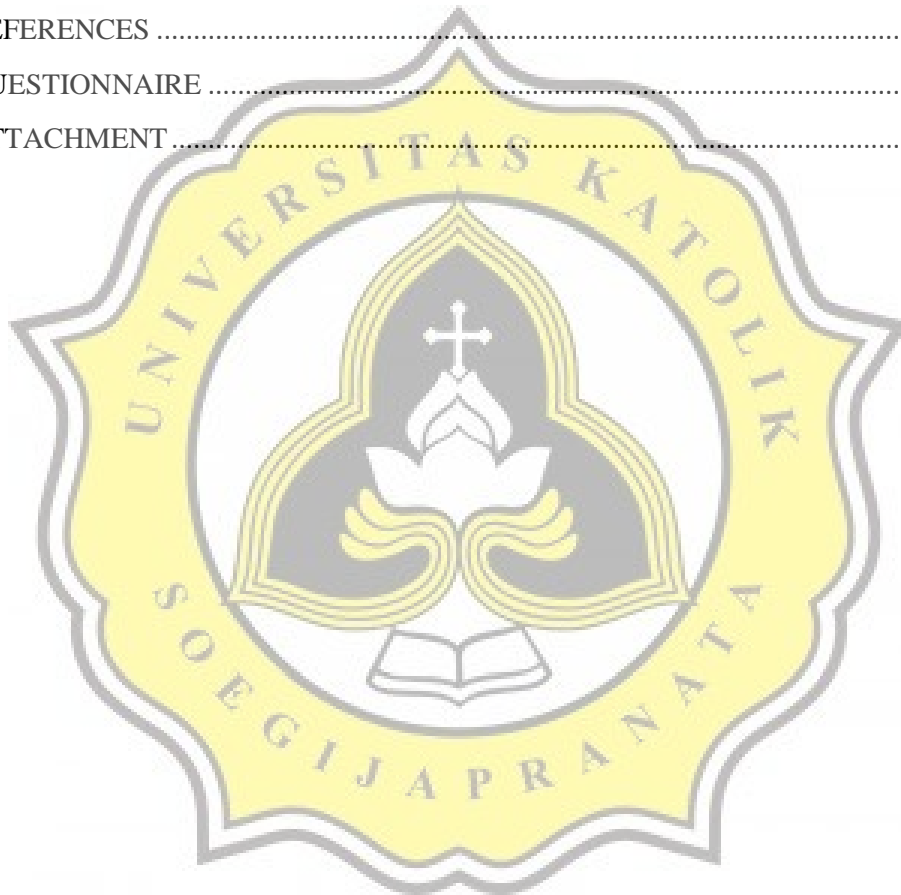
Thank you, God bless.

Semarang, 10 January 2021

Edwin Sanjaya

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

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.