

## ABSTRAK

### **Pengaruh Fitur *Cash On Delivery* (COD) terhadap *Repurchase Intention* dimediasi *Customer Satisfaction* pada *Marketplace Shopee* (Studi Kasus Mahasiswa Universitas Kadiri)**

**Nama Mahasiswa : Tasha Indy Regita**

**Email : [tashaindry30@gmail.com](mailto:tashaindry30@gmail.com)**

*Fakultas Ekonomi Universitas Kadiri*

Dosen Pembimbing : 1. Yudiarto Perdana Putra,SE,MM

2. Dr. Dra. Sasi Utami,MM

Penelitian ini bertujuan untuk mengetahui tingkat pengaruh fitur *cash on delivery* (cod) terhadap *repurchase intention* dimediasi *customer satisfaction* yang diberikan oleh Shopee kepada konsumennya. Pengaruh yang ingin diketahui adalah pengaruh langsung maupun tidak langsung. Jenis penelitian ini adalah *explanatory research* yang ingin mengetahui suatu kedudukan antara variabel yang dihipotesiskan. Penelitian ini menggunakan sampel sebanyak 84 responden. Pengambilan sampel menggunakan teknik *snowball sampling* dengan karakteristik pernah bertransaksi fitur *cash on delivery* Shopee minimal 2 kali. Teknik pengumpulan data yang digunakan dalam penelitian ini yaitu dengan menggunakan angket yang disebar melalui *google form*, sedangkan analisis data menggunakan metode *path analysis* dengan bantuan alat analisis SmartPLS. Hasil dari pengujian ini dapat disimpulkan bahwa fitur *cash on delivery* (X) memiliki pengaruh secara signifikan terhadap *customer satisfaction* (Y1). *Customer satisfaction* (Y1) juga memiliki pengaruh signifikan terhadap *repurchase intention* (Y2). Sedangkan Fitur *cash on delivery* (X) berpengaruh langsung signifikan terhadap *repurchase intention* (Y2). Hasil pengujian juga menunjukkan bahwa fitur *cash on delivery* (X) memiliki pengaruh tidak langsung terhadap *repurchase intention* (Y2) yang dimediasi *customer satisfaction* (Y1).

**Kata kunci :** fitur *cash on delivery*, *customer satisfaction*, *repurchase intention*

## **ABSTRACT**

### **The Influence Cash On Delivery (COD) Feature on Repurchase Intention mediated Customer Satisfaction on the Marketplace Shopee (Study on Kadiri University Students)**

**Student Name : Tasha Indy Regita**

**Email : [tashaindry30@gmail.com](mailto:tashaindry30@gmail.com)**

Faculty of Economics, University of Kadiri

Supervisor : 1. Yudiarto Perdana Putra,SE,MM  
2. Dr. Dra. Sasi Utami,MM

This study aims to determine the level of influence of the cash on delivery (cod) repurchase intention mediated customer satisfaction provided by Shopee to its consumers. The effect that you want to know is the direct or indirect effect. This type of research is explanatory research that wants to know a position between the hypothesized variables. This study used a sample of 84 respondents. Sampling using the snowball sampling technique with the characteristics of having transacted with the cash on delivery feature at least 2 times. The data collection techniques used in this study by using a questionnaire distributed via google form, while data using the path analysis with the help of the SmartPLS analysis tool. The results of this test can be concluded that the cash on delivery feature (X) has a significant influence on customer satisfaction (Y1) . Customer satisfaction (Y1) also has a significant effect on repurchase intention (Y2). Meanwhile cash on delivery feature (X) has a significant direct effect on repurchase intention (Y2). The test results also show that the cash on delivery feature (X) has an indirect effect on repurchase intention (Y2) mediated by customer satisfaction (Y1).

**Keywords** : cash on delivery, customer satisfaction, repurchase intention