

**“PENGARUH *RETAIL ETHIC PERCEPTION* TERHADAP
REPURCHASE INTENTION PADA *E-COMMERCE*
MELALUI *PERCEIVED RISK* SEBAGAI VARIABEL
INTERVENING (STUDI KASUS PENGGUNA SHOPEE
DI KOTA GRESIK)”**

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ABSTRAK

Penelitian ini dilakukan untuk mengembangkan penelitian sebelumnya yaitu untuk menganalisis dan mengetahui lebih lanjut terkait pengaruh *retail ethic perception* dan *perceived risk* terhadap *repurchase intention*, pengaruh *perceived risk* terhadap *repurchase intention*, dan pengaruh *perceived risk* sebagai variabel intervening pada *retail ethic perception* terhadap *repurchase intention*. Populasi yang digunakan pada penelitian ini adalah para pengguna shopee di Kota Gresik yang telah berbelanja minimal 1 kali dalam sebulan.. Teknik analisis data yang digunakan adalah SEM-PLS yang dibantu dengan alat Smartpls 3. Hasil dari penelitian ini menyatakan bahwa *Retail Ethic Perception* dan *Perceived risk* berpengaruh positif terhadap *repurchase Intention*, *Retail Ethic Perception* berpengaruh negatif terhadap *perceived risk*, dan *perceived risk* memediasi secara parsial pada *retail ethic perception* terhadap *repurchase intention*.

Kata Kunci: *Retail Ethic Perception, Perceived risk, Repurchase Intention.*

**“EFFECT OF RETAIL ETHIC PERCEPTION ON
REPURCHASE INTENTION IN E-COMMERCE
USING PERCEIVED RISK AS AN
INTERVENING VARIABLE (CASE STUDY OF
SHOPEE USERS INGRESIK CITY)”**

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ABSTRACT

This research was conducted to expand on previous research, namely to analyze and find out more about the effect of retail ethical perception and perceived risk on repurchase intention, the effect of perceived risk on repurchase intention, and the effect of perceived risk as an intervening variable on retail ethical perception on repurchase intention. The population used in this study are shoppe users in Gresik City who have shopped at least once a month. The data analysis technique used is SEM-PLS assisted by the Smartpls 3 tool. The results of this study state that Retail Ethic Perception and Perceived risk has a positive effect on repurchase Intention, Retail Ethic Perception has a negative effect on perceived risk, and perceived risk partially mediates retail ethical perception on repurchase intention

Keywords: Retail Ethic Perception, Perceived risk, Repurchase Intention.