

**THE INFLUENCE OF EWOM ON ONLINE REPURCHASE  
INTENTION WITH ROLES OF TRUST AND PERCEIVED  
USEFULNESS AS MEDIATING VARIABLE**

**YEAR 2023**

**Thesis**

**Presented as Partial Fulfillment of Requirements for the Degree of Sarjana  
Manajemen (SM) in International Business Management Program  
Faculty of Business and Economics Universitas Atma Jaya Yogyakarta**



**Compiled by**

**Edoardo Armand Gunadi**

**NPM: 171223248**

**Business and Economics Faculty**

**ATMA JAYA YOGYAKARTA UNIVERSITY**

**August 2023**

**Thesis**

**Thesis**

**THE INFLUENCE OF EWOM ON ONLINE REPURCHASE  
INTENTION WITH ROLES OF TRUST AND PERCEIVED  
USEFULNESS AS MEDIATING VARIABLE**

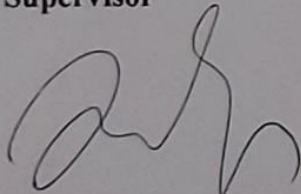
**Compiled by:**

**Edoardo Armand Gunadi**

**NPM: 171223248**

**Has been reviewed and approved by:**

**Supervisor**



**Wenefrida Mahestu Noviandra  
Krisjanti, S.E., M.Sc., IB, Ph.D.**

**29 August 2023**

This is to certify that the thesis entitled.

**THE INFLUENCE OF EWOM ON ONLINE REPURCHASE INTENTION  
WITH ROLES OF TRUST AND PERCEIVED USEFULNESS AS  
MEDIATING VARIABLE**

Presented by:

Edoardo Armand Gunadi

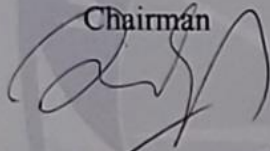
Student ID Number: 171223248

Has been defended and accepted on 13 October 2023 towards fulfillment of the requirements for the Degree of Sarjana Manajemen (S1) in International Business Management Program

Faculty of Business and Economics Universitas Atma Jaya Yogyakarta

Committee

Chairman

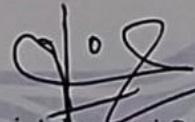


Wenefrida Mahestu N. Krisjanti, S.E.,  
M.Sc., IB, Ph.D.

Member



Nadia Nila Sari, SE., MBA

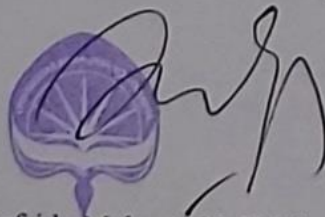


Api Adyantari S.A., M.B.A

Yogyakarta, 13 October 2023

Dekan Fakultas Bisnis dan Ekonomika

Universitas Atma Jaya Yogyakarta



Wenefrida Mahestu N. Krisjanti, S.E., M.Sc., IB, Ph.D.

DAN EKONOMIKA  
UNIVERSITAS ATMA JAYA YOGYAKARTA



## **AUTHENTICITY ACKNOWLEDGEMENT**

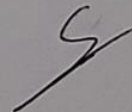
I, Edoardo Armand Gunadi hereby declare that I compiled the thesis with the following title:

### **THE INFLUENCE OF EWOM ON ONLINE REPURCHASE INTENTION WITH ROLES OF TRUST AND PERCEIVED USEFULNESS AS MEDIATING VARIABLE**

Is fully created by the writer. All the references such as idea, theory and citation both direct and indirect that are sourced from various journals are stated in this thesis in the form of footnote and bibliography. If it's proven that the writer practices any kind of plagiarism in this thesis, the writer would be responsible for it and prepared for the consequences. Therefore, the degree that the writer received from Atma Jaya Yogyakarta University would be suspended and the writer will give it back to the university.

Yogyakarta, 29 August 2023

The writer



Edoardo Armand Gunadi

This is to certify that the thesis entitled.

**THE INFLUENCE OF EWOM ON ONLINE REPURCHASE  
INTENTION WITH ROLES OF TRUST AND PERCEIVED  
USEFULNESS AS MEDIATING VARIABLE**

**Presented by:**

**Edoardo Armand Gunadi**

**Student ID Number: 171223248**

Has been defended and accepted on 13 October 2023 towards fulfillment of the requirements for the Degree of Sarjana Manajemen (S1) in International Business Management Program

Faculty of Business and Economics Universitas Atma Jaya Yogyakarta

## ACKNOWLEDGEMENT

The writer of this thesis is grateful for countless blessing from God himself. Through His guidance, the writer can apply the knowledge acquired from Atma Jaya University Yogyakarta to finish this thesis. With that in mind, the writer seeks the strength to write down the thesis with titled “The Influence of EWOM On Online Repurchase Intention with Roles of Trust and Perceived Usefulness as Mediating Variable”.

Throughout the writing process of the thesis, the writer hit many obstacles and challenges, both internally and externally. However, with the massive support from my thesis supervisor, family, and friends, the writer manages to complete the thesis. Therefore, with humble, the writer would like to send a lot of thankfulness to everyone who had contributed to the writing of the thesis. The writer would like to say thank you especially for:

1. Mrs. Wenefrida Mahestu Noviandra Krisjanti, S.E., M.sc., IB, Ph.D. As an outstanding thesis supervisor that guides the writer from the beginning of the thesis until the end of the thesis. All advice, a very interesting encouragement and motivation are useful to keep the author on track finally completing the thesis.
2. International Undergraduate Programs of Atma Jaya Yogyakarta University. As an institution that gives the author the opportunity and place to study in a supportive environment.
3. Family, especially my brother with his sometimes-bad jokes and a reasonably good listener and parent mom and dad with their very interesting way to gives motivation and encouragement.
4. All of my friends especially Rio, Andika, Raras, Tata, Dita for their midnight “curhat” group call, Nina and Adinda for their deep talk and chat about thesis subject, and other friends that impossible to mention one by one.

5. Minimarket Alfamart as a great support to make sure the writer always full and hydrated
6. Other parties that the writer is unable to mention individually, who also have a big part of completing the thesis.
7. And lastly for myself for keeping sane and alive during the world havoc due to Covid-19 pandemic. A world that now is significantly different compared to pre-Covid-19.

The writer is open to any suggestion constructive critics for all limitation of the thesis. With the completion of the thesis, the writer hopes that this thesis is positively contribute to the writer and other parties.

**MOTTO**

**Sing penting yakin!**



TABLE OF CONTENTS	
<b>APPROVAL PAGE</b> .....	ii
<b>COMMITTEE’S APPROVAL PAGE</b> .....	iii
<b>AUTHENTICITY ACKNOWLEDGEMENT</b> .....	iv
<b>ACKNOWLEDGEMENT</b> .....	vi
<b>MOTTO</b> .....	viii
<b>Table List</b> .....	1
<b>CHAPTER 1</b> .....	2
<b>1.1 Background</b> .....	2
<b>1.2 Research Question</b> .....	3
<b>1.3 Research Objective</b> .....	4
<b>1.4 Scope of Research</b> .....	5
<b>1.5 Benefit of Research</b> .....	5
<b>1.6 Research Systematic</b> .....	5
<b>CHAPTER 2</b> .....	7
<b>2.1 Literature Review</b> .....	7
<b>2.2 Variable Review</b> .....	8
<b>2.3 Hypothesis Development</b> .....	11
<b>2.5 Previous Research</b> .....	13
<b>CHAPTER 3</b> .....	15
<b>3.1 Respondents Characteristic</b> .....	15
<b>3.2 Data Sampling</b> .....	15
<b>3.3 Data Collection Method</b> .....	15
<b>3.4 Research Variables</b> .....	16
<b>3.5 Measuring Instrument</b> .....	16
<b>3.6 Validity Test</b> .....	17
<b>3.7 Reliability Test</b> .....	17
<b>3.7.1 EWOM</b> .....	17
<b>3.7.2 Trust</b> .....	18
<b>3.7.3 Perceived usefulness</b> .....	19
<b>3.7.4 Repurchase Intention</b> .....	20

3.8	Analysis Tool.....	20
3.8.1	Regression analysis with mediating variables .....	20
<b>CHAPTER 4 .....</b>		<b>22</b>
4.1	Data Collection.....	22
4.2	Respondent Profile .....	22
4.2.1	Respondents Profile Based on Gender .....	22
4.2.2	Respondents Profile Based on Age .....	22
4.2.3	Respondent Profile Based on Last Time Purchase .....	23
4.3	Data Analysis .....	23
4.3.1	Simple Regression Analysis.....	23
4.3.2	Multiple Regression Analysis .....	25
4.4	Discussion .....	31
<b>CHAPTER 5 .....</b>		<b>34</b>
5.1	Conclusion.....	34
5.2	Managerial Implication.....	34
5.3	Limitation.....	35
5.4	Suggestion for Future Research.....	35
<b>References .....</b>		<b>36</b>
<b>Appendix 1 .....</b>		<b>38</b>
Regression Result.....		38
<b>Appendix 2 .....</b>		<b>44</b>
Questionnaire.....		44
<b>Appendix 3 .....</b>		<b>48</b>
Questionnaire Result.....		48

## **Table List**

<b>Chart 1.....</b>	<b>13</b>
<b>Table 2.....</b>	<b>13</b>
<b>Table 3.....</b>	<b>17</b>
<b>Table 4.....</b>	<b>18</b>
<b>Table 5.....</b>	<b>19</b>
<b>Table 6.....</b>	<b>20</b>
<b>Table 7.....</b>	<b>23</b>
<b>Table 8.....</b>	<b>24</b>
<b>Table 9.....</b>	<b>24</b>
<b>Table 10.....</b>	<b>25</b>
<b>Table 11.....</b>	<b>25</b>
<b>Table 12.....</b>	<b>26</b>
<b>Table 13.....</b>	<b>26</b>
<b>Table 14.....</b>	<b>27</b>
<b>Table 15.....</b>	<b>27</b>
<b>Table 16.....</b>	<b>28</b>
<b>Table 17.....</b>	<b>28</b>
<b>Table 18.....</b>	<b>29</b>
<b>Table 19.....</b>	<b>29</b>
<b>Table 20.....</b>	<b>30</b>
<b>Table 21.....</b>	<b>30</b>