

ABSTRAK

Seiring dengan berkembangnya zaman pertumbuhan teknologi informasi yang semakin canggih *User Generated Content* adalah cara yang saat ini paling digemari oleh perusahaan untuk memperkenalkan produk mereka. *Electronic Word Of Mouth* dan *Electronic Service Quality* yang baik dan menarik akan mendatangkan konsumen dan menentukan untuk melakukan *Repurchase Intention* sebuah produk. Tujuan penelitian ini adalah untuk mengetahui pengaruh *User Generated Content*, *Electronic Word Of Mouth*, *Electronic Service Quality* terhadap *Repurchase Intention* pada Student Speed Shop, penelitian ini merupakan penelitian explanatory yang bertujuan untuk menjelaskan hubungan kausal pada variabel melalui pengujian hipotesis. Penelitian ini menggunakan sampel sebanyak 100 responden konsumen. Uji hipotesis dilakukan menggunakan uji t dan uji f, Analisis data menggunakan Analisis Regresi Linier Berganda dengan dibantu softwar SPSS 2.5 untuk memudahkan penelitian. Berdasarkan Hasil uji Hipotesis ditemukan bahwa *User Generated Content*, *Electronic Word Of Mouth*, dan *Electronic Service Quality* dalam penelitian ini mempengaruhi *Repurchase Intention* secara simultan pada Student Speed Shop. *User Generated Content* berpengaruh positif dan signifikan terhadap *Repurchase Intention* pada Student Speed Shop, *Electronic Word Of Mouth* berpengaruh positif dan signifikan terhadap *Repurchase Intention* pada Student Speed Shop, *Electronic Service Quality* berpengaruh positif dan signifikan terhadap *Repurchase Intention* pada Student Speed Shop.

Kata Kunci : *User Generated Content*, *Electronic Word Of Mouth*, dan *Electronic Service Quality*, *Repurchase Intention*

ABSTRACT

Along with the times the growth of information technology is increasingly sophisticated User Generated Content is currently the most popular way for companies to introduce their products. Electronic Word Of Mouth and Electronic Service Quality that is good and attractive will bring consumers and determine to do Repurchase Intention of a product. The purpose of this study was to determine the effect of User Generated Content, Electronic Word Of Mouth, Electronic Service Quality on Repurchase Intention at Student Speed Shop, this research is an explanatory study that aims to explain the causal relationship between variables through hypothesis testing. This study used a sample of 100 consumer respondents. Hypothesis testing is carried out using the t test and f test, data analysis using Multiple Linear Regression Analysis with the help of SPSS 2.5 software to facilitate research. Based on the results of the Hypothesis test, it was found that User Generated Content, Electronic Word Of Mouth, and Electronic Service Quality in this study simultaneously affect Repurchase Intention at Student Speed Shop. User Generated Content has a positive and significant effect on Repurchase Intention at Student Speed Shop, Electronic Word Of Mouth has a positive and significant effect on Repurchase Intention at Student Speed Shop, Electronic Service Quality has a positive and significant effect on Repurchase Intention at Student Speed Shop.

Keyword : User Generated Content, Electronic Word Of Mouth, dan Electronic Service Quality, Repurchase Intention