

ABSTRACT

Online grocery is the service to buy daily needs like fresh food, one of the online grocery in Indonesia is Sayurbox. The purpose of this study was to determine the effect of perceived value and satisfaction also the moderation effect of delivery and price promotion on repurchase intention fresh food in Sayurbox. The result of a survey study involving 180 respondents which had been used Sayurbox minimum 2 times in JABOTABEK area. The approach used in this study is the Structural Equation Model (SEM) with a Smart-PLS analysis tool. It is known that perceived price and product quality affect perceived value. In the perceived price, the greater cost that consumers spend the lower value they received, while in product quality the better quality of a product the higher of value that consumer received. Perceived value has significant effect on satisfaction, by increasing the value that consumer received, the greater the satisfaction. Satisfaction has significant effect on repurchase intention, the higher the level of satisfaction, the greater the opportunity for consumer to make purchases at the same place. The moderation of delivery between perceived value and satisfaction has a positive and significant effect, this indicates that excellent delivery can strengthen the relationship. The moderation of price promotion between perceived value and satisfaction has a negative and significant effect, this is possible because most of the respondent involved have been using Sayurbox for a long time so that price promotion no longer a variable that strengthen the relationship positively.

Keywords: Perceived price, Product quality, Perceived value, Delivery, Price promotion, Repurchase intention, Sayurbox, Fresh food

ABSTRAK

Online grocery merupakan layanan untuk melakukan pembelian kebutuhan sehari-hari seperti fresh food, salah satu *online grocery* yang ada di Indonesia yakni Sayurbox. Tujuan penelitian ini ialah untuk mengetahui pengaruh *perceived value* dan kepuasan serta moderasi pengiriman dan promosi harga terhadap *repurchase intention* fresh food di Sayurbox. Sebanyak 180 responden yang pernah melakukan pembelian di Sayurbox minimal dua kali daerah JABODETABEK dilibatkan di dalam penelitian. Penentuan ukuran sampel menggunakan teknik *purposive sampling*. Metode olah data yang digunakan adalah *Structural Equation Modelling (SEM)* yang diolah menggunakan aplikasi SmartPLS. Diketahui bahwa *perceived price* dan kualitas produk berpengaruh terhadap *perceived value*. Pada *perceived price*, semakin besar biaya yang konsumen keluarkan semakin kecil *value* yang mereka rasakan, sedangkan pada kualitas produk semakin baik kualitas suatu produk maka semakin tinggi *value* yang konsumen terima. *Perceived value* berpengaruh signifikan pada kepuasan, dengan memperbesar *value* yang konsumen terima maka akan semakin besar kepuasannya. Kepuasan berpengaruh signifikan pada *repurchase intention*, semakin tinggi tingkat kepuasan semakin besar pula peluang konsumen untuk melakukan pembelian pada tempat yang sama. Moderasi pengiriman antara *perceived value* dan kepuasan berpengaruh positif dan signifikan, hal ini mengindikasikan bahwa pengiriman yang baik dapat memperkuat hubungan tersebut. Moderasi promosi harga antara *perceived value* dan kepuasan berpengaruh negatif dan signifikan, hal ini dimungkinkan terjadi karena sebagian responden yang terlibat telah lama menggunakan Sayurbox sehingga promosi harga tidak lagi menjadi variabel yang memperkuat hubungan tersebut secara positif.

Kata kunci: *Perceived price*, Kualitas produk, *Perceived value*, Pengiriman, Promosi harga, Kepuasan, *Repurchase intention*, Sayurbox, Produk segar