ABSTRACT

The trend of shopping for second hand products in Indonesia is increasing along with the development of technology which presents a new business model for selling second hand goods, namely the online business model. This online business model makes it easier for consumers with the support of online shopping media such as TikTok. However, on the other hand, there are drawbacks to online shopping, one of which is the review or photos displayed that don't match the original, which can cause dissatisfaction and will affect consumer repurchase intentions.

Based on the Expectation Confirmation Model (ECM) theory, this study aims to examine how much influence there is between customer expectation, customer enjoyment, customer perceived ease of use, customer satisfaction, and repurchase intentions in the second online product shopping in Indonesia.

The method used in this study is a quantitative method using a questionnaire survey research strategy using ordinal measurements. The sample technique used in this research is purposive sampling. This study used the Structural Equation Modeling (SEM) data analysis technique which was processed with SmartPLS software.

The results of research that has been conducted on 299 respondents who have experience in purchasing second products on the TikTok application such as clothing, bags, shoes and hats. It can be seen that expectation has a significant effect on perceived enjoyment and also perceived ease of use, but expectation don't have a significant effect on satisfaction. Perceived Enjoyment has a significant effect on satisfaction and repurchase intention. And perceived ease of use has a significant effect on satisfaction, perceived enjoyment and repurchase intention. Finally, satisfaction has a significant effect on repurchase intention.

TikTok companies or online stores should pay attention to the customer's shopping experience by improving the services provided when customers shop online, as well as the TikTok shop features that used by users to make it more attractive for users to visit.

Keywords: expectation, expectation confirmation model (ECM), perceived enjoyment, perceived ease of use, repurchase intention, satisfaction, second product , SmartPLS