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ANALYSIS OF THE INFLUENCE OF POST PURCHASE ON FUTURE ONLINE PURCHASES THROUGH CUSTOMER SATISFACTION WITH STUDENTS AT BATAM CITY

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ABSTRACT

This study was conducted in order to determine whether service factors rather than logistics can affect future online shopping interest through customer satisfaction in students in the city of Batam. Customer service, shipping, tracking and return are independent variables, customer satisfaction is an intervening variable and purchase intention is the dependent variable.

The research was conducted by taking samples of students from several universities, namely Batam International University, Batam University, and Putera Batam University who had done online shopping transactions in e-commerce. The data was successfully obtained with a total of 410 data with 400 valid samples and 10 samples that could not be used because they did not qualify in the study. This study uses the Smart PLS version 3.0 application.

The results of the study, namely customer service, shipping, tracking and returns, have a positive effect on purchase intention. This research proves that the people of Batam are aware that the existence of several services in post-purchase such as customer service, shipping service, tracking service, and return service can increase future purchase interest in online purchases.

Keywords: *Customer Service, Shipping, Tracking, Return, Customer Satisfaction, Future Purchase Intention, E-commerce, Online Shopping.*