

ANALISA DAMPAK *INFORMATION QUALITY*, *WEBSITE ACCESSIBILITY*, DAN *SOCIAL NETWORKING SERVICE* TERHADAP *REPURCHASE INTENTION ONLINE* YANG DIMEDIASI *COMMITMENT LOYALTY*, DAN *COGNITIVE BIASES PERCEIVED* PENGGUNA *E-COMMERCE* PADA GENERASI Z DI KOTA MEDAN

ABSTRAK

Penelitian ini menganalisis dampak kualitas informasi, aksesibilitas website, dan layanan jejaring sosial terhadap niat pembelian ulang online, yang dimediasi oleh loyalitas komitmen dan bias kognitif yang dipersepsikan pada pengguna e-commerce generasi Z di Kota Medan. Di era digital, e-commerce memainkan peran penting dalam memperluas jangkauan bisnis, namun tantangan utama bagi platform e-commerce adalah mempertahankan loyalitas pelanggan dan mendorong repurchase intention. Dengan pendekatan kuantitatif, penelitian ini mengumpulkan data melalui survei terhadap 400 responden yang menggunakan platform e-commerce di Kota Medan. Data dianalisis menggunakan Structural Equation Modeling (SEM) untuk menguji hubungan antara variabel-variabel tersebut. Hasil penelitian menunjukkan bahwa kualitas informasi dan aksesibilitas website berpengaruh signifikan terhadap loyalitas komitmen dan bias kognitif yang pada gilirannya mempengaruhi niat pembelian ulang online. Layanan jejaring sosial juga memperkuat pengaruh tersebut dengan meningkatkan loyalitas dan mempengaruhi persepsi kognitif konsumen dalam keputusan pembelian. Penelitian ini menyimpulkan bahwa faktor-faktor seperti kualitas informasi, aksesibilitas website, dan penggunaan jejaring sosial harus dioptimalkan oleh platform e-commerce untuk meningkatkan repurchase intention, terutama pada konsumen generasi Z. Implikasi praktis dari temuan ini memberikan wawasan bagi pengelola e-commerce untuk merancang strategi yang lebih efektif dalam mempertahankan pelanggan dan meningkatkan pengalaman pengguna melalui penyediaan informasi yang akurat, mudah diakses, dan didukung dengan fitur jejaring sosial yang menarik.

Kata Kunci: *Information Quality, Website Accessibility, Social Networking Service, Repurchase Intention, Commitment Loyalty, Cognitive Biases, E-Commerce, Generation Z, Medan.*

***ANALYSIS OF THE IMPACT OF INFORMATION QUALITY,
WEBSITE ACCESSIBILITY, AND SOCIAL NETWORKING SERVICE
ON ONLINE REPURCHASE INTENTION MEDIATED BY
COMMITMENT LOYALTY, AND COGNITIVE BIASES PERCEIVED
BY E-COMMERCE USERS ON GENERATION Z IN MEDAN CITY***

ABSTRACT

This study analyses the impact of information quality, website accessibility, and social networking services on online repurchase intention, mediated by commitment loyalty and perceived cognitive bias among generation Z e-commerce users in Medan City. In the digital era, e-commerce plays an important role in expanding business reach, but the main challenge for e-commerce platforms is to maintain customer loyalty and encourage repurchase intention. Using a quantitative approach, this study collected data through a survey of 400 respondents who use e-commerce platforms in Medan City. The data was analysed using Structural Equation Modeling (SEM) to test the relationship between the variables. The results show that information quality and website accessibility have a significant effect on loyalty commitment and cognitive bias which in turn affect online repurchase intention. Social networking services also strengthen these effects by increasing loyalty and influencing consumers' cognitive perceptions in purchasing decisions. This study concludes that factors such as information quality, website accessibility, and social networking usage should be optimised by e-commerce platforms to increase repurchase intention, especially in generation Z consumers. The practical implications of these findings provide insights for e-commerce managers to design more effective strategies to retain customers and improve user experience through providing accurate, easily accessible information, and supported by attractive social networking features.

Keywords: Information Quality, Website Accessibility, Social Networking Service, Repurchase Intention, Commitment Loyalty, Cognitive Biases, E-Commerce, Generation Z, Medan.