

ABSTRACT

The purpose of this study is to analysis and investigate the role of attitude toward mobile shopping as a mediating relationship between perceived usefulness and perceived risk to repurchase intentions of mobile shopping users in Central Java. The type of research used was explanatory research with the population in the study were mobile shopping users in Central Java. The sampling technique used was purposive sampling method with a total sample 200 mobile shopping users with a minimum criteria that has made a transaction once in mobile shopping and is aged 17-35 years old. Data collection techniques using a questionnaire with data analysis techniques using a instrument test, classic assumption test and hypotesesis testing using the SPSS software version 16. The result of study found that attitude toward mobile shopping can mediated the relationship between perceived usefulness and perceived risk to repurchase intention of mobile shopping users in Central Java. This study also found that perceived usefulness and perceived risk have positive effect and significant on attitude toward mobile shopping and repurchase intention.

Keyword : Mobile Shopping, Perceived Usefulness, Perceived Risk, Attitude Toward Mobile Shopping, Repurchase Intention.

ABSTRAK

Tujuan penelitian ini adalah untuk menyelidiki dan menguji peran *Attitude Toward Mobile Shopping* sebagai mediasi relasi antara *Perceived Usefulness* dan *Perceived Risk* terhadap *Repurchase Intention* pengguna *Mobile Shopping* di Jawa Tengah. Jenis penelitian yang digunakan adalah *Explanatory Research* dengan populasi penelitian adalah pengguna *Mobile Shopping* di Jawa Tengah. Teknik pengambilan sampel yang digunakan adalah metode *Purposive Sampling* dengan total sampel 200 pengguna *Mobile Shopping* dengan kriteria minimal sudah melakukan transaksi 1 kali dalam *Mobile Shopping* dan berusia 17-35 tahun. Teknik pengumpulan data dengan menggunakan kuesioner dengan teknik analisis data menggunakan uji intrumen, uji asumsi klasik dan uji hipotesis dengan menggunakan program SPSS versi 16. Hasil penelitian menemukan bahwa *Attitude Toward Mobile Shopping* dapat memediasi relasi antara *Perceived Usefulness* dan *Perceived Risk* terhadap *Repurchase Intention* pada pengguna *Mobile Shopping* di Jawa Tengah. Penelitian ini juga menemukan bahwa *Perceived Usefulness* dan *Perceived Risk* berpengaruh positif dan signifikan terhadap *Attitude Toward Mobile Shopping* dan *Repurchase Intention*.

Kata kunci : *Mobile Shopping, Perceived Usefulness, Perceived Risk, Attitude Toward Mobile Shopping, Repurchase Intention.*