

ABSTRACT

Lazada is an e-commerce platform that has been operating in Indonesia since 2012. Over the past five years, from 2018 to 2022, Lazada has experienced a continuous decline in brand index accompanied by a decrease in the number of website visitors. Additionally, Lazada has received numerous complaints through the application distribution platform and LazadaCare social media. Amidst intense competition with competitors, Lazada needs to improve the quality of its electronic services and provide maximum perceived usefulness and value to its customers.

This study aims to analyze the influence of e-service quality, perceived usefulness, and perceived value on repurchase intention, with customer satisfaction as an intervening variable among Lazada marketplace consumers. The population in this study consists of residents of Pekalongan City/Regency who have made at least two transactions using Lazada during the period from 2022 to 2023. The study utilizes a quantitative method, with a sample size of 117 respondents. The sampling method employed is non-probability sampling using purposive sampling technique. The data collected through a questionnaire are analyzed using Structural Equation Model (SEM) with AMOS version 24.

The results of the study indicate that e-service quality, perceived usefulness, and perceived value have a positive and significant relationship with customer satisfaction. Other findings also indicate that perceived value and customer satisfaction have a positive and significant relationship with repurchase intention. A negative influence is also found in the relationship between e-service quality and perceived usefulness towards repurchase intention. The most significant influence occurs in the relationship between the variable of perceived value and customer satisfaction, which is 0.455.

Keywords: E-service Quality, Perceived Usefulness, Perceived Value, Customer Satisfaction, Repurchase Intention, E-commerce