

ABSTRACT

This study aims to look at consumer behavior in making repurchase intentions on e-commerce which is influenced by electronic service quality, consumer trust, and consumer satisfaction. The basis for this research is due to a decrease in the number of visits, consumer complaints on Blibli e-commerce, and the inconsistency of the results of previous research. The object studied was Blibli.com e-commerce with sampling using a questionnaire distributed via google form. The criteria for respondents used are 17 years old and have made at least 1 transaction at Blibli.com. The total number of questionnaires returned was 213 and then adjusted and eliminated to 200 respondents. This study uses the SEM (Structural Equation Model) analysis method with the AMOS program. The results of the analysis show that electronic service quality has an influence on repurchase intentions and customer satisfaction. Consumer trust has an influence on repurchase intentions and customer satisfaction. Customer satisfaction has an influence on repurchase intentions. Electronic service quality is the variable with the most influence on customer satisfaction and repurchase intentions.

Keywords: *Electronic Service Quality, Consumer Satisfaction, Consumer Trust, Repurchase Intention*

