

ABSTRACT

The advancement and use of the internet is making a big change for retail as a platform-based market as retail is considered to be increasingly digitized which makes the multisided market adjust between online and offline to form a more sophisticated customer experience. Lazada Indonesia is an e-commerce pioneer in some of the fastest developing countries in the world that provides an online shopping experience. Based on some data, it was found that Lazada's loss of competition compared to other major e-commerce in Indonesia was due to the lack of declining sales revenue and customer repurchase intentions. There are several things that e-commerce companies need to pay attention to in increasing repurchase intentions, namely, electronic service quality, perceived value, and customer engagement. In previous research, there were inconsistencies in research so that it became the basis for this study.

This study aims to test and prove that electronic service quality has an influence on repurchase intentions with perceived value and customer involvement as mediating variables. Data collection from this study involved 110 respondents with the main criteria of being at least 17 years old, domiciled in Semarang City and having purchased products in the Lazada application. The data obtained was then analyzed using a Structural Equation Model (SEM) with the SMART-PLS (Partial Least Squares) version 3 application.

Based on the results of the research conducted, it was found that there is a positive and significant relationship between electronic service quality and perceived value. In addition, perceived value on customer engagement was found to have a positive and significant effect. Furthermore, there is a positive and significant influence between perceived value and customer engagement on repurchase intention.

Keywords: Electronic Service Quality, Perceived Value, Customer Engagement, Repurchase Intention.