

ABSTRACT

In recent years, the e-commerce industry in Indonesia has experienced rapid growth. This is in line with the increase in the number of internet users from 2015-2023 by APJII, which has consistently increased. However, according to the Top Brand Award, the Tokopedia site experienced a decline in 2021-2023 while Shopee continued to increase. Even though Tokopedia and Shopee started business in the same year. Apart from this phenomenon, there are inconsistencies in previous research between the quality of electronic services and repurchase intentions. From these phenomena and research gaps, this study aims to answer the gap between electronic service quality on repurchase intentions in users of the Tokopedia website through electronic word of mouth and customer satisfaction as mediation.

This research was conducted using a face-to-face interview method with a physical questionnaire to the people of Semarang City who have made purchases on the Tokopedia website. The sample measurement in the questionnaire uses a Likert scale (5 points) and the total data obtained is 100 respondents. The data obtained was then analyzed using PLS (Partial Least Square) through SmartPLS 3.0 software.

The statistical test results show that electronic service quality does not influence repurchase intentions. However, the relationship between electronic service quality and repurchase intention is positive and insignificant when mediated by customer satisfaction. Electronic service quality and electronic WoM have a positive and significant effect on customer satisfaction, customer satisfaction has a positive and insignificant effect on repurchase intention, and electronic WoM has a positive and insignificant effect on repurchase intention with the mediation of customer satisfaction.

Keywords: *Electronic Service Quality, Electronic WoM, Customer Satisfaction, Repurchase Intention*