

ABSTRACT

This study aims to analyze how much influence ease of use and customer trust have on the intention to repurchase products online with purchase decisions as intervening variables for customers who use Shopee in Semarang City.

The population used in this study are customers who have transacted at Shopee e-commerce at least three times in the last one year who live in the city of Semarang. The sample used was 120 respondents. The sample collection technique uses purposive sampling. The data collection method used is a questionnaire. This study used the Structural Equation Modeling (SEM) analysis technique using the AMOS 24.0 analysis tool.

The results of the study show that ease of use and customer trust have a positive and significant effect on purchasing decisions and also repurchase intentions. In addition, purchasing decisions also have a positive and significant influence on repurchase intention.

Keywords: ease of use, customer trust, repurchase intention, purchase decision