ABSTRACT

This study aims to analyze the influence of website design, fulfillment and customer service on repurchase intentions in Elevenia e-commerce, through the quality of electronic services as an intervening variable.

Population used in this study is the active internet user in Semarang City, which has purchased minimally one time in the Elevania.co.id e-commerce. This study uses purposive sampling method with 200 chosen people as the sample. The data is analyzed with Structural Equation Model (SEM) application with AMOS program version 24.0.

The results of this study indicate that website design has a positive effect on the electronic services quality, fulfillment has a positive effect on the electronic services quality, customer service has a positive effect on the electronic services quality, and the electronic services quality has a positive effect on repurchase intentions. The most influential process for increasing repurchase intentions on Elevenia.co.id e-commerce is by improving website design that affects the electronic services quality as a determinant in increasing repurchase intentions.

***Key Words**: Strategic Marketing, Consumer Behavior, Repurchase Intention, Electronic Services Quality, E-Commerce.*

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