

ABSTRACT

Changes in the lifestyle of people who initially shopped offline have led to a significant increase in the online market because many people shop online or shop online, with an online shop it really helps people in meeting their needs, especially now that there are many innovations from online shops as they are currently also developing. with what is called e-commerce and marketplace. This study aims to analyze the influence of electronic service quality, customer trust, customer satisfaction, and the intention to visit the website again on repurchasing intentions at customer shopee.

This study used Stimulus-Response (S-R) theory of behaviorism, Consumer Behaviour theory, E-commerce theory. The data analysis technique used 100 samples and analyzed using the SEM (Structural Equation Modeling) analysis tool. The research's results revealed that Electronic Service Quality has a positive effect on customer trust, customer satisfaction. Customer trust has a positive effect on the intention to visit the website again and the intention to repurchase, customer satisfaction has an effect on the intention to repurchase, and the intention to visit the website again has a positive effect on the intention to repurchase.

Keywords: Electronic Service Quality; Customer Trust; Customer Satisfaction; Intention to Visit the Website Again; Repurchase Intention

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