

ABSTRACT

The rapid development of the internet has driven the growth of e-commerce businesses in Indonesia, shifting consumer behavior from conventional methods to digital ones through e-commerce platforms. Nowadays, the emergence of many e-commerce platforms has made the competition in the e-commerce business increasingly high. Tokopedia is one of the largest e-commerce platforms in Indonesia. However, its development is not in line with the rapid growth of the internet and e-commerce in Indonesia. Tokopedia has experienced a decrease in consumer visits and has a relatively low market share, which has led to a drop in rankings due to its inability to compete competitively in the existing competition. This decline indicates a low desire of consumers to make repeat purchases on Tokopedia.

This research aimed to analyze the influence of perceived usefulness, customer satisfaction, and perceived value on repurchase intention on Tokopedia with trust as an intervening variable. The research was conducted using the purposive sampling technique for data collection. The data were obtained by distributing questionnaires to 140 Tokopedia users according to predetermined criteria. The research analysis technique employed was the Structural Equation Modeling (SEM) analysis with AMOS 24 as the analysis tool.

Based on the results of the research, it was found that perceived usefulness has a positive but not significant effect on trust, customer satisfaction has a significant and positive effect on trust, perceived value has a significant and positive effect on trust, and trust has a significant and positive effect on the repurchase intention. To increase the consumers' repurchase intention, this research provides recommendations for Tokopedia, including: 1) Enhancing friendliness and attention to customers, 2) Optimizing transaction efficiency, 3) Providing informative content to encourage customers' exploratory interest, 4) Offering a variety of safe payment methods, and 5) Maintaining product quality to encourage word-of-mouth recommendations.

Keywords: *Perceived Usefulness, Customer Satisfaction, Perceived Value, Trust, Repurchase Intention.*