

ABSTRACT

This research aims to determine and analyze the influence of e-service quality and promotions on repurchase intention with consumer satisfaction as an intervening variable for Shopee e-commerce consumers in Semarang. In today's digital era, online shopping on e-commerce has become a habit of Indonesian people. Building consumer repurchase intention in a business is a crucial factor in the sustainability of a business.

Efforts to increase repurchase intention can be implemented by providing satisfaction to consumers. Along with the activity of using digital, this study also examines the role of e-service quality as a determinant of consumer satisfaction. In addition, promotion can also increase consumer satisfaction. Consumer satisfaction as an intervening variable between e-service quality on repurchase intention, then promotion on repurchase intention.

The method used is explanatory research with a quantitative approach, using a sample of 100 Shopee consumer respondents in Semarang who have made at least 2 purchases through Shopee. Data collection was carried out using a questionnaire via Google Form. The data analysis technique uses partial least squares (PLS) type 4.

The research results show that e-service quality and consumer satisfaction have a significant direct influence on repurchase intention. While promotion does not have a significant and indirect impact on repurchase interest, which means satisfaction mediates between promotion and repurchase interest. This study is expected to be useful for Shopee in improving e-service quality and promotion to increase consumer satisfaction and repurchase intention.

Keywords: *E-service quality, promotion, consumer satisfaction, repurchase intention*

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