

## ABSTRAK

Di era digital ini, inovasi teknologi menjadi semakin penting, dan dengan munculnya banyak teknologi baru. Penggunaan internet menjadi faktor pertumbuhan *E-Commerce* saat ini. Dimana *E-Commerce* yaitu proses dalam jual beli produk, jasa, maupun informasi dengan cara elektronik yang menggunakan jaringan internet. Salah satu *E-Commerce* yang banyak digunakan di Indonesia yaitu Shopee. Tujuan penelitian ini adalah untuk mengetahui Pengaruh *E-Service Quality*, *Website Quality*, *Promotion* dan *E-Trust* Terhadap Minat Beli Ulang pada *E-Commerce* Shopee di DKI Jakarta. Subjek penelitian ini yaitu masyarakat yang mengetahui dan yang pernah berbelanja minimal 1 kali di *E-Commerce* Shopee. Sampel yang digunakan dalam penelitian ini berjumlah 200 responden. Teknik pengambilan sampel dilakukan dengan metode purposive sampling. Dengan menggunakan pendekatan deskriptif kuantitatif. Analisis data yang digunakan adalah analisis statistik dalam bentuk SEM-PLS dengan menggunakan *software Smart-PLS 3.0*. Hasil penelitian ini menunjukkan bahwa *E-Service Quality* berpengaruh negatif tidak signifikan terhadap Minat Beli Ulang, *Website Quality* berpengaruh negatif tidak signifikan terhadap Minat Beli Ulang, *Promotion* berpengaruh positif signifikan terhadap Minat Beli Ulang dan *E-Trust* berpengaruh positif signifikan terhadap Minat Beli Ulang.

Kata kunci : *E-Service Quality*, *Website Quality*, *Promotion*, *E-Trust*, Minat Beli Ulang, Shopee



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## **ABSTRACT**

*In this digital age, technological innovation is becoming more and more important, and with the emergence of many new technologies. The use of the internet is a growth factor for E-Commerce today. Where E-Commerce is the process of buying and selling products, services, and information electronically using the internet network. One of the E-Commerce that is widely used in Indonesia is Shopee. The purpose of this study was to determine the effect of E-Service Quality, Website Quality, Promotion and E-Trust on Repurchase Interest at E-Commerce Shopee in DKI Jakarta. The subjects of this research are people who know and who have shopped at least 1 time at E-Commerce Shopee. The sample used in this study amounted to 200 respondents. The sampling technique was carried out by purposive sampling method. By using a quantitative descriptive approach. The data analysis used is statistical analysis in the form of SEM-PLS using Smart-PLS 3.0 software. The results of this study indicate that E-Service Quality has an insignificant negative effect on Repurchase Interest, Website Quality has an insignificant negative effect on Repurchase Interest, Promotion has a significant positive effect on Repurchase Interest and E-Trust has a significant positive effect on Repurchase Interest.*

*Keywords: E-Service Quality, Website Quality, Promotion, E-Trust, Repurchase Intention, Shopee.*

