

ABSTRACT

This study aims to examine and analyze the effect of E-Service Quality and Price Perception on Repurchase Intention mediated by E-Satisfaction on Shopee users. This research data is primary data obtained from processing questionnaire data filled out by consumers who have transacted at Shopee twice or more. The number of samples used as many as 126 respondents. This study uses a quantitative approach. The sample collection technique in this study is non-probability sampling with the method used is purposive sampling and the analytical technique used in this study is Partial Least Square (PLS) analysis.

Keyword: E-Service Quality, Price Perception, Repurchase Intention

