

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menjelaskan Pengaruh Citra Merek, *E-Service Quality* Dan *E-Trust* Terhadap Minat Beli Ulang Pada *E-Commerce* Lazada (Studi Kasus Pada Kalangan Mahasiswa Jakarta Barat). Jumlah sampel dalam penelitian ini sebanyak 45 responden dengan pendekatan secara kuantitatif guna mengetahui pengaruh antar variabel, dimana pengujian hipotesis menggunakan analisis statistik deskriptif dan uji t. Metode analisis data yang digunakan adalah Teknik PLS (*Partial Least Square*) melalui *software* statistik Smart PLS 3.2.9. Berdasarkan penelitian dapat disimpulkan bahwa: (1) Citra Merek berpengaruh positif dan signifikan terhadap Minat Beli Ulang Pada *E-Commerce* Lazada (2) *E-Service Quality* berpengaruh positif dan signifikan terhadap Minat Beli Ulang Pada *E-Commerce* Lazada (3) *E-Trust* berpengaruh positif dan signifikan terhadap Minat Beli Ulang Pada *E-Commerce* Lazada. Hasil menunjukkan bahwa Citra Merek, *E-Service Quality* Dan *E-Trust* berpengaruh positif dan signifikan terhadap Minat Beli Ulang Pada *E-Commerce* Lazada di Kalangan Mahasiswa Jakarta Barat.

Kata Kunci: Citra Merek, *E-Service Quality*, *E-Trust*, Minat Beli Ulang.

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ABSTRACT

This study aims to determine and explain the influence of brand image, e-service quality and e-trust on repurchase interest in e-commerce Lazada (a case study among students in West Jakarta). The number of samples in this study were 45 respondents with a quantitative approach to determine the effect between variables, where hypothesis testing used descriptive statistical analysis and t test. The data analysis method used is the PLS (Partial Least Square) technique through the Smart PLS 3.2.9 statistical software. Based on the research it can be concluded that: 1) Brand Image has a positive and significant effect on Repurchase Intention on Lazada E-Commerce, 2) E-Service Quality has a positive and significant effect on Repurchase Interest on Lazada E-Commerce, 3) E-Trust has an effect positive and significant impact on Repurchase Interest in Lazada E-Commerce. The results show that Brand Image, E-Service Quality and E-Trust have a positive and significant effect on Repurchase Interest in Lazada E-Commerce Among West Jakarta Students.

Keywords: Brand Image, E-Service Quality, E-Trust, Repurchase Intention.

