

ABSTRACT

This study aims to analyze the influence of repurchase intention factors through customer satisfaction as a mediating variable in the online shop shopee. The object of this research is Shopee and the number of samples used in this study were 250 respondents. The sampling method used was purposive sampling method, the data collection method used questionnaires and data analysis used Partial Least Square (PLS). The results showed that Perceived Trust, Perceived Ease of Use, Perceived Usefulness and Perceived Value have a positive and significant effect on customer satisfaction, while Perceived Ease of Use and customer satisfaction have a positive and significant effect on Online Repurchase Intention and Perceived Trust, Perceived Usefulness and Perceived Value has no significant effect on Online Repurchase Intention, Customer satisfaction Mediation partially between Perceived Ease of Use on Online Repurchase Intention, and Customer satisfaction Full Mediation between Perceived Trust, Perceived Usefulness and Perceived Value on Online Repurchase Intention.

Keywords: *Perceived Trust, Perceived Ease of Use, Perceived Usefulness, Perceived Value, Customer Satisfaction and Online Repurchase Intention.*



ABSTRAK

Penelitian ini bertujuan untuk menganalisis Pengaruh Faktor-Faktor Repurchase Intention Melalui Customer Satisfaction Sebagai Variabel Mediating Pada Toko Online Shopee. Objek penelitian ini adalah Shopee dan jumlah sampel yang digunakan dalam penelitian ini sebanyak 250 responden. Metode penarikan sampel menggunakan metode purposive sampling, metode pengumpulan data menggunakan metode kuesioner dan analisis data menggunakan Partial Least Square (PLS). Hasil penelitian diketahui bahwa Perceived Ease of Use, Perceived Trust, Perceived Usefulness dan Perceived Value berpengaruh secara positif dan signifikan terhadap customer satisfaction, sedangkan Perceived Ease of Use dan customer satisfaction berpengaruh secara positif dan signifikan terhadap Online Repurchase Intention dan Perceived Trust, Perceived Usefulness dan Perceived Value tidak berpengaruh signifikan terhadap Online Repurchase Intention. Customer satisfaction Mediasi secara partial antara Perceived Ease of Use terhadap Online Repurchase Intention, dan Customer satisfaction Mediasi secara Full antara Perceived Trust, Perceived Usefulness dan Perceived Value terhadap Online Repurchase Intention.

Kata Kunci: *Perceived Trust, Perceived Ease of Use, Perceived Usefulness, Perceived Value, Customer Satisfaction dan Online Repurchase Intention.*



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