

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *E-Service Quality* dan *E-Trust* terhadap *Repurchase Intention* dengan *E-Satisfaction* sebagai variabel mediasi pada *E-Commerce* Zalora. Subjek pada penelitian ini adalah konsumen yang sebelumnya pernah melakukan transaksi pada *E-Commerce* Zalora minimal dua kali. Sampel yang digunakan dalam penelitian ini sebanyak 195 responden. Teknik pengambilan sampel menggunakan *purposive sampling* dengan menggunakan pendekatan kuantitatif. Teknik pengumpulan data dalam penelitian ini menggunakan *instrument* penyebaran kuesioner (angket) dengan sumber data primer. Analisis data yang digunakan adalah analisis *SEM-PLS 3.0*. Hasil pada penelitian ini menunjukkan bahwa (1) *E-Service Quality* berpengaruh positif dan signifikan terhadap *E-Satisfaction*, (2) *E-Trust* berpengaruh positif dan signifikan terhadap *E-Satisfaction*, (3) *E-Satisfaction* berpengaruh positif dan signifikan terhadap *Repurchase Intention*, (4) *E-Service Quality* berpengaruh positif dan signifikan terhadap *Repurchase Intention*, (5) *E-Trust* berpengaruh negatif dan tidak signifikan terhadap *Repurchase Intention*, (6) *E-Service Quality* berpengaruh positif dan signifikan terhadap *Repurchase Intention* melalui *E-Satisfaction*, dan (7) *E-Trust* berpengaruh positif dan signifikan terhadap *Repurchase Intention* melalui *E-Satisfaction*.

Kata Kunci : *E-Service Quality*, *E-Trust*, *E-Satisfaction*, *Repurchase Intention*, *E-Commerce*, Zalora



## **ABSTRACT**

*This study aims to analyze the effect of E-Service Quality and E-Trust on Repurchase Intention with E-Satisfaction as a mediating variable in Zalora E-Commerce. The subjects in this study were consumers who had previously made transactions on Zalora E-Commerce at least twice. The sample used in this study was 195 respondents. The sampling technique uses purposive sampling using a quantitative approach. The data collection technique in this study used an instrument of distributing questionnaires (questionnaires) with primary data sources. The data analysis used is SEM-PLS 3.0 analysis. The results of this study show that (1) E-Service Quality has a positive and significant effect on E-Satisfaction, (2) E-Trust has a positive and significant effect on E-Satisfaction, (3) E-Satisfaction has a positive and significant effect on Repurchase Intention, (4) E-Service Quality has a positive and significant effect on Repurchase Intention, (5) E-Trust has a negative and insignificant effect on Repurchase Intention, (6) E-Service Quality has a positive effect and significant to Repurchase Intention through E-Satisfaction, and (7) E-Trust has a positive and significant effect on Repurchase Intention through E-Satisfaction.*

*Keywords : E-Service Quality, E-Trust, E-Satisfaction, Repurchase Intention, E-Commerce, Zalora*

