

ABSTRACT

The development of the digital world that has expanded in many ways is not in today's life, just as meetings meet daily needs. The development of e-commerce business is a real proof of the future. Increasingly fierce trade competition, which requires the right marketing strategy, in order to attract the purchasing power of the people. This study discusses to analyze how to improve the satisfaction of mobile & electronic repeat purchases on the Bukalapak online site. The population in this study are users or Bukalapak online site customers who are still active and have bought mobile & electronic products on the site. The results showed the quality of the web, trust and showed a positive effect on customer satisfaction, and maintaining customer satisfaction, quality of the web, and trust had a positive effect on repurchases, but the quality of the web was related to a large increase in repurchases.

Keywords: *Web Quality, Trust, Customer Satisfaction, and Repurchases.*