

## **ABSTRACT**

*The development of technology and information is progressing very rapidly. One of the technology and information products that has the largest users in the world is the Internet. The increasing intensity of Internet use creates a culture of online living in Indonesia. One of the new cultures created by the internet is online shopping for food delivery. This study aims to determine the effect of e-service quality and sales promotion on repurchase intention through e-satisfaction as an intervening variable (a case study on shopeefood users in Semarang City, Central Java).*

*The population in this study were Shopeeefood users in Semarang City, aged 17-25 years and had purchased food through Shopeeefood in the past year. The number of samples used is as many as 120 respondents and selected by purposive sampling. The data obtained from the questionnaire data were then analyzed using the AMOS 20 program.*

*The results of this study indicate that E-Service Quality and Sales Promotion have no significant direct effect on Repurchase Intention. However, when E-Satisfaction acts as an intervening variable, it shows that E-Service Quality and Sales Promotion have a significant effect on Repurchase Intention through E-Satisfaction.*

*Keywords : E-Service Quality, Sales Promotion, E-satisfaction, Repurchase Intention, Service Dominant Logic Theory*