ABSTRACT

This study aims to analyze the effect of service quality, perceived value and brand image on consumer satisfaction in increasing repurchase intentions. This research was conducted because of intense competition, a decrease in the number of web and application visits due to data leaks, the many complaints against Tokopedia, and the inconsistency of research results related to the research variables used. The object of this study is e-commerce Tokopedia. The population used is Tokopedia e-commerce consumers. This study used an online questionnaire with the respondent criteria being someone who had made a transaction at Tokopedia at least once and was 18 years old. A total of 200 respondents were determined as the research sample, then adjusted and eliminated to 186. The method of analysis in this study used the SEM (Structural Equation Model) analysis technique from the AMOS program. Based on the results of the analysis, it proves that service quality has a positive and significant impact on customer satisfaction, perceived value has a positive and significant impact on customer satisfaction, e-commerce brand image has a positive and significant impact on customer satisfaction, consumer satisfaction has a positive and significant impact on repurchase intentions. The variable that has the greatest influence is service quality, followed by brand image and perceived value.

Keywords: *Service Quality, Perceived Value, Brand Image, Consumer Satisfaction, Repurchase Intention*