

ABSTRACT

Shopee is one of the E-Commerce that has successfully outperformed its competitors. Shopee managed to secure its first position as the top E-Commerce for ten consecutive quarters. In 2021 Shopee began to decline and shifted to rank 2nd under Tokopedia. Based on this, this study aims to analyze the influence of E-WOM and the perception of value on repurchase interest through consumer satisfaction as an intervening variable (Study on Shopee users in Semarang City).

This research was conducted online by users or those who have made buying and selling transactions at Shopee at least 3 times and made purchase transactions at Shopee at least in the last 1 month. The number of samples in this study was 110 respondents with a data collection method through questionnaires and the sampling method in this study was non-probability sampling with purposive sampling techniques. The analysis tool used in this study is Structural Equation Modeling (SEM)

The results of this research state that the variables E-WOM and Perception Value have a positive and significant effect on consumer satisfaction, and consumer satisfaction has a positive and significant effect on repurchase interest in shopee users in Semarang City. The variable that has the most influence on repurchase interest is the consumer satisfaction variable.

Keywords: e-wom, perceived value, customer satisfaction, repurchase intention