

ABSTRACT

The pattern of consumer behavior to buy an item or service repeatedly is then seen as an opportunity to create online-based services to facilitate this. Of course, with the large population in Indonesia and the ever-advancing developments in the world of technology, facilitating patterns of repurchasing behavior in buying a product is a potential new breakthrough that will later be able to create a digital transformation of purchasing goods or services in the future.

The population in this study is comprised of GrabFood consumers who have made purchases through GrabFood more than once and are Undip students in Semarang. The number of samples in this study is 150. The data collection method used a questionnaire, and the collected data was then processed and analyzed using structural equation modeling (SEM) analysis.

The results of the study show that repurchase interest has a positive and significant effect on repurchase behavior. Customer satisfaction has no positive and significant effect on repurchasing behavior. Customer satisfaction has a positive and significant effect on repurchase intention.

Keywords: customer satisfaction, intention to repurchase, repeat buying behavior