

ABSTRACT

Shopee is not the first e-commerce in Indonesia, but Shopee can show its ability to survive and compete with other e-commerce. Even though Shopee can become the top of mind e-commerce in Indonesia, in the first and second quarters of 2021 there was a decrease in the average monthly visitor to Shopee which made Shopee's position replaced by Tokopedia, which occupied the first position for average monthly visitors. The decrease in the number of visitors to online buying and selling sites can be expected that purchase intention in these online stores has also decreased. The decline in the number of visitors is a problem that needs attention because it is a threat to the company. In addition to this phenomenon, research inconsistencies were found from several previous studies. Therefore, on the basis of these phenomena and research gaps, this study aims to address the gap between perceived ease of use and perceived usefulness on repurchase intention of Shopee users in Semarang City through trust

The concept of the research framework model developed between perceived ease of use, perceived usefulness, trust, and repurchase intention originate from theory and previous research. Data were obtained from 136 respondents by giving questionnaires that consist of open-ended and closed-ended questions. The respondents include Shopee users who live in Semarang City and have made purchases at Shopee at least 2 times. The data obtained were analyzed quantitatively and structurally using SEM (Structural Equation Modeling) method through AMOS (Analysis Moment of Structural) 24 program.

Current research findings claimed that perceived ease of use and perceived usefulness have a positive and significant effect on trust. Perceived ease of use is the most influential factor on trust compared to perceived usefulness. Furthermore, trust has a positive and significant effect on repurchase intention. Perceived ease of use and perceived usefulness are known to have a direct effect on repurchase intention without going through the role of trust.

Keywords: Perceived Ease of Use, Perceived Usefulness, Trust, Repurchase Intention.