

ABSTRACT

Repurchase intention is a consumer's plan to repurchase in the future or what he defines as the probability that consumers will repeatedly purchase services and products with the same e-retailer and also refers to customer repurchase as loyalty because it significantly affects the success of electronic commerce. One way to increase interest in repeat purchases is to improve service quality and increase customer satisfaction.

This study aims to determine how the effect of e-service quality on re-purchase intention with e-satisfaction as an intervening variable study on Bukalapak customers in Semarang City. The sample used in this study was Bukalapak customers in Semarang City. This study used probability sampling and purposive sampling techniques that produced 130 data samples. The analysis method used is Structural Equation Modeling (SEM) which is processed using SmartPLS 3.0

The results of this study show that E-Service Quality and E-Satisfaction have a significant effect on Repurchase Intention. Then E-Satisfaction is able to intervene the effect of E-Service Quality on Re-Purchase Intention.

Keywords: Repurchase Intention, E-Service Quality, E-Satisfaction