

ABSTRACT

ASUS laptops have become a popular choice in the global consumer computing market, renowned for their innovative designs, reliable performance, and competitive prices. This study aims to evaluate the performance of ASUS laptops in daily use, focusing on aspects of reliability, energy efficiency and user satisfaction. This research considers the influence of service quality in increasing interest in repurchasing products, through consumer perceptions and preferences through the influence of products or services on the environment.

This research was conducted on individuals who have experience purchasing ASUS laptops, and live in the city of Semarang. A total of 200 respondents were used as samples in this research. Data collection was carried out through a questionnaire using a non-probability sampling method and a purposive sampling technique using Structural Equation Modeling (SEM) analysis tools via AMOS 26. The results showed that e-service quality, customer trust, perceived value, and in-shops emotion had an influence significant positive effect on green customer satisfaction, and green customer satisfaction has a significant positive effect on repurchase intention.

Keywords: E-Service Quality, Customer Trust, Perceived Value, In-Shops Emotion, Green Customer Satisfaction, Repurchase Intention