

ABSTRACT

This study aims to analyze the influence of customer experience and e-servicescape on repurchase intention with emotional attachment as an intervening variable on Shopee consumers in Semarang City.

The sample used in this study were 108 consumers in Semarang City who were at least 17 years old and had shopped at Shopee at least twice. Data collection was carried out through a questionnaire, which was then analyzed using Structural Equation Modeling (SEM) with the AMOS program.

The results of this study indicate that customer experience has a positive and significant effect on emotional attachment, e-servicescape has a positive and significant effect on emotional attachment, customer experience has a positive and significant effect on repurchase intention, e-servicescape has a positive and significant effect on repurchase intention, and emotional attachment has a positive and significant effect on repurchase intention.

Keywords: customer experience, e-servicescape, emotional attachment, repurchase intention.

