

ABSTRACT

Information technology continues to develop from time to time. The internet has become one of the creations that emerged from this development and is now widely used by the public. The many of internet usages then encourage changes in people's lifestyles, one of which is shopping. People start shopping online. One of the most popular online shopping sites is Lazada. In 2017, Lazada manages to lead the rank 1 with the most visitors for online buying and selling sites. Unlike 2017, 2018 Lazada continues to experience a significant decrease in the number of visitors. On the other hand, there are many complaints from both consumers and sellers. So that this research is conducted with the aim to determine the effect of website design, fulfillment and privacy / security on consumers' repurchase intention through customer satisfaction as intervening.

The population in this thesis are students of Diponegoro University in Semarang who has made a purchase at Lazada. The number of samples used is 100 people that selected using a purposive sampling technique. Data processing is carried out by analysis of Structural Equation Modeling (SEM) which is operated with the Amos 23 program.

The results of this study indicate that website design, fulfillment and privacy / security have a positive and significant effect on customer satisfaction. Furthermore, consumer satisfaction also has a positive and significant effect on consumers' repurchase intention.

Keywords: Website design, fulfillment, privacy / security, customer satisfaction, consumer repurchase intention.