

ABSTRACT

This study aims to analyze the effect of website design, fulfillment, and privacy/security on repurchase intention through electronic service quality by consumers who use shopee.co.id with the requirements of at least 1 time transaction. The variables used in this research are website design, fulfillment, and privacy/security as independent variable, electronic service quality as intervening variable, and repurchase intention as dependent variable.

The sample in this research are 188 respondents, that is consumer who has done transaction at shopee.co.id with minimum 1 time purchase. The sample used in this research is purposive sampling. In this research the analysis tool used is SPSS 23 and AMOS 22.

Based on the results of this research that website design, fulfillment, and security/privacy have a positive and significant effect on the electronic services quality. Meanwhile, electronic services quality has no effect on the repurchase intention.

Keywords : website deisgn, fulfillment, security/privacy, electronic service quality, and repurchase intention