

## **ABSTRACT**

*This research is motivated by the rapid development of information technology resulting in the growth of various industrial sectors, one of which is the e-commerce industry both in Indonesia and in the world. In Indonesia, the E-Conomy SEA 2018 report shows that Indonesia's digital economy this year has reached US \$ 27 billion or around IDR 391 trillion. However, many consumers complain of e-commerce from several dimensions as will be discussed in this study, namely the quality of website design, the quality of electronic services and the trust in repurchase interest through customer satisfaction as an intervening variable.*

*The population in this study are consumers who have made purchases through E-Commerce Shopee. The number of samples used were 200 respondents and were selected using purposive sampling method. Then the data obtained is processed using the AMOS program.*

*The results of this study show that the quality of website design and trust has a positive effect on customer satisfaction. however, the quality of electronic services has a negative effect, then trust also has a positive influence on repurchase interest followed by consumer satisfaction which has a positive influence on repurchase interest. The variable that most influences the increase in repurchase interest in E-Commerce Shopee is the level of trust that affects customer satisfaction and increases repurchase interest.*

*Keywords: website design quality, electronic service quality, trustworthiness, customer satisfaction, repurchase interest*