

ABSTRACT

Many companies have emerged that adopt e-commerce systems (online shopping) in business transactions due to changes in people's behavior. Lazada is an online buying and selling site that is able to become the fastest growing e-commerce pioneer. However, there has been a decline in website visitors over the past 3 years due to intense competition in Indonesia, as well as negative responses regarding Lazada from the results of a sample interview. This study discusses several factors such as utilitarian value, hedonic value, ease of use and trust and their effects on satisfaction and its impact on Lazada's repeat purchase intention.

The population in this study were consumers of Lazada in Semarang. The number of samples used was 156 people who were selected using purposive sampling through a questionnaire. Data obtained from questionnaires were then processed and analyzed using SPSS and AMOS programs.

This study shows that there is a positive and significant influence between utilitarian value and satisfaction, between hedonic value and satisfaction, between ease of use and satisfaction, between trust and satisfaction, between utilitarian value and repeat purchase intention, between trust and repeat purchase intention, and between satisfaction and repeat purchase intention. As a result, Lazada can increase repeat purchase intention through the utilitarian value influence to satisfaction and repeat purchase intention..

Keywords: Utilitarian Value, Hedonic Value, Ease of Use, Trust, Satisfaction, Repeat Purchase Intention.