

ABSTRACT

This study aims to analyze the effect of website quality, shipping quality and service quality in repurchase interest on customer satisfaction. The population used in this study is internet gadget / cellphone users who are active in the city of Semarang and have done at least one product purchase transaction at JD.id e-commerce. The number of samples used was 218 respondents. The data collection method used was a questionnaire. This study uses the Structural Equation Modeling (SEM) analysis technique using the AMOS 24.0 analysis tool.

The results of this study indicate that the quality of the website, a positive and significant effect on customer satisfaction, delivery quality has a positive and significant effect on customer satisfaction and trust has a positive and significant effect on customer satisfaction, customer satisfaction has a positive and significant effect on repurchase interest.

Key Words: Website Quality, Delivery Quality, Service Quality, Consumer Satisfaction, Repurchase Intention