

ABSTRACT

The purpose of this study is to analyze the impact of electronic word of mouth, e-service quality and perceived website quality on repurchase intention through consumer trust and consumer satisfaction. The population that used for this study was active internet users in Semarang City and who had ever done purchase transaction at BliBli.com website. The samples of this study were 120 respondents. The method that used for this study is questionnaires technique. Meanwhile, the analysis techniques for this study is using Structural Equation Modelling (SEM) with AMOS 24.0 as the analysis instrument.

The result of this study shows that electronic word of mouth has negative effect on consumer trust, e-service quality has positive and significant effect on consumer trust, e-service quality has negative effect on consumer satisfaction, perceived website quality has positive and significant effect on consumer satisfaction, consumer trust has positive and significant effect on repurchase intention and also consumer satisfaction has positive and significant effect on repurchase intention.

Keywords: Electronic Word of Mouth, E-Service Quality, Perceived Website Quality, Consumer Trust, Consumer Satisfaction and Repurchase Intention