

ABSTRACT

The development of technology and information has grown so rapidly that it makes it easier for people to obtain information in order to meet the needs. One of them through online buying and selling (e-commerce). In Indonesia there are several e-commerce such as Tokopedia, Shopee, Bukalapak and others, Tokopedia is one of the largest e-commerce but has stagnated in the growth of visitor numbers compared to its competitors, with the fact that maintaining existing consumers and attracting new consumers is important.. Based on this research aims to analyze the influence of price perception, delivery, confidence in re-purchase interests with customer satisfaction as an intervening variable in Tokopedia Indonesia e-commerce.

This research was conducted on students of Faculty of Economics and Business Diponegoro University users or who have done trade transactions in Tokopedia at least 2 times.. The number of samples in this study was 100 respondents. With the method of data collection through questionnaires and sampling methods in this study is non probability sampling with purposive sampling technique. The analytical tool used in this study is Structural Equation Modelling (SEM).

The results of this study show that price perception, delivery, trust affect customer satisfaction positively and significantly, and the results of this study also show that customer satisfaction has a positive and significant effect on re-purchase interest. The variable that most affects the re-purchase interest is the trust

Keywords : price perception, delivery, trust, customer satisfaction, re-buying interests, consumer behavior