

ABSTRACT

The purpose of this research is to test the influences of quality system transaction and customer value on trust to increase retransaction intention. Using these variables, the usage of these variables are able to solve the arising problem within Arwindo.com.

The samples size of this research is 100 customers Arwindo.com. Using the Structural Equation Modeling (SEM). The results show quality system transaction and customer value significant on trust to increase retransaction intention.

The effect of trust on retransaction intention are significant; the effect of quality system transaction on trust are significant; the effect of quality system transaction on retransaction intention are significant; the effect of customer value on trust are significant; and the effect of customer value on retransaction intention are significant.

Keywords: quality system transaction, customer value, trust and retransaction intention.