

ABSTRACT

As the time goes by, human needs will certainly increase and be more varied, especially on their need for food, one of which is beef. In Semarang, beef businesses or butcher who sell their product by online began to appear. Daging Sapi Eyang Djono is one of the pioneers of online-based beef sales business. In order to meet the consumer's needs, business owners must pay attention to the factors that have the potential in the progress of their business so that they will not lose in competing with their competitors. The purpose of this study was to determine the effect of product knowledge, electronic service quality, price fairness, and delivery service on repurchase intention with customer satisfaction as an intervening variable.

This study is aimed at customers of Daging Sapi Eyang Djono in the city of Semarang and around it. The total number of samples in this study were 150 respondents. The sample collection method used simple random sampling by distributing questionnaires. This study also uses Statistical Package for the Social Science (SPSS) as an analysis tool.

The results showed that product knowledge, electronic service quality, price fairness, and delivery service had a positive and significant effect on customer satisfaction, and customer satisfaction also had a positive and significant effect on repurchase interest.

Keywords: Product Knowledge, Electronic Service Quality, Price Fairness, Delivery Service, Customer Satisfaction, Repurchase Intention.