ABSTRACT

This study aims to analyze the influence of utilitarian value, perceived ease of use, web quality, trust and institutional image on satisfaction to increase study repurchase interest in E-Zakat users on the Tokopedia Salam application. The data collection method was obtained through a questionnaire. The population of this research is the users of e-zakat on the Tokopedia Salam application with a sample of 100 respondents. The analysis technique used is multiple regression analysis.

The results of the analysis show that utilitarian value has a positive and significant impact on e-zakat user satisfaction on the Tokopedia Salam application. Utilitarian value has a positive and significant effect on e-zakat users' repurchase interest in the Tokopedia Salam application. Perception of user convenience has a positive and partially significant effect on e-zakat user satisfaction on the Tokopedia Salam application. Perception of user convenience has no effect and is partially insignificant towards e-zakat users' repurchase interest in the Tokopedia Salam application. The quality of the web has no impact and is not partially significant on the satisfaction of e-zakat users on the Tokopedia Salam application. Web quality has a positive and partially significant impact on the purchase interest of e-zakat users on the Tokopedia Salam application. Trust has a positive and partially significant effect on e-zakat user satisfaction on the Tokopedia Salam application. Trust has a partially positive and significant influence on e-zakat users' repurchase interest in the Tokopedia Salam application. The image of the institution has a positive and partially significant impact on e-zakat user satisfaction on the Tokopedia Salam application. The image of the institution has a positive and partially significant effect on e-zakat users' repurchase interest in the Tokopedia Salam application. Satisfaction has a positive and partially significant effect on e-zakat users' repurchase interest in the Tokopedia Salam application

Keywords: Ultitarian Value, Perceived Ease of User, Web Quality, Trustworthiness, Institutional Image, Satisfaction, Repurchase Interest.