

ABSTRACT

Information technology continues to develop from time to time. The many of internet usages then encourage changes in people's lifestyles, one of which is shopping. People start shopping online. one of the most popular online shopping sites is Shopee. In 2020, Shopee managed to lead in rank 1 with the most visitors for online buying and selling sites. However, in the first quarter of 2021 Shopee experienced a decrease in the number of visitors. This can be seen from the various problems and complaints submitted by Shopee users directly on social media and in application reviews. So that is research was conducted with the aim of analyzing the effect of website service quality, customer service, and fulfillment on repurchase intention through consumer e-satisfaction in the Shopee marketplace.

The population used in this study are active internet users and have at least made a transaction once in the Shopee marketplace. This study used a purposive sampling method with 140 chosen people as the sample. The data is analyzed with Structural Equation Model (SEM) application with AMOS program version 26.0.

The results of this study indicate that website service quality had a positive effect on e-satisfaction, customer service had a positive effect on e-satisfaction, fulfillment had a positive effect on e-satisfaction, and e-satisfaction had a positive effect on repurchase intention. The most influential variable on consumer repurchase intention in the Shopee marketplace is the increase in consumer e-satisfaction which is driven by fulfillment.

Keywords: *Website Service Quality, Customer Service, Fulfillment, E-Satisfaction, Repurchase Intention*