

## **ABSTRACT**

*Shopee, which is one of the most popular E-commerce in Indonesia, innovates by participating in enlivening the online food delivery service market in Indonesia by bringing up the Shopee Food service feature, where the service can be accessed online through the Shopee application on a smartphone. As a newcomer in the field of food delivery services, Shopee Food's customer repurchase interest is still low when compared to its competitors.*

*This study aims to examine and analyze the effect of online service quality and perceived ease of use on Shopee Food's repurchase intention with customer satisfaction as an intervening variable. The population in this study are Indonesian people who have made purchases at Shopee Food at least 3 times and have used Shopee Food services at least in the last 1 month, as well as people who have or are currently using Shopee Food. The number of samples in this study was 110 with the method of collecting data through questionnaires distributed online. The sampling method in this research is non-probability sampling with purposive sampling technique. The analytical tool used in this research is Structural Equation Modeling (SEM) using AMOS as a data processing tool.*

*The results of this study indicate that the variables of online service quality and perceived ease of use have a positive and significant effect on customer satisfaction, and customer satisfaction has a positive and significant effect on repurchase interest in Shopee Food customers. All variables are valid and reliable for Shopee Food users. The variable that has the greatest influence on repurchase interest is the Customer Satisfaction variable.*

*Keywords: e-service quality, perceived ease of use, customer satisfaction, repurchase interest*