

ABSTRACT

Electronic technology are increasingly growing, one of which is the process of doing business through electronic media that has the function to transact the sale and purchase of goods or services online. UniPin is an innovation carried out by PT. 24 Jam Online in the form of services used to purchase virtual goods and search for information online. The purpose of this research was to analyze the effect of perceived ease of use, reputation and customer satisfaction on repurchasing interest with trust as an intervening variable.

This research was conducted on the Semarang city community who have used the UniPin servicing to purchase virtual goods at least once. The number of samples in this study were 150 respondents. The method of collecting data through questionnaires and the method of sampling in this study is non-probability sampling with purposive sampling technique. This research uses Structural Equation Modeling (SEM) analysis technique using AMOS 24 analysis tools.

The results of this study indicate that perceived ease of use has a positive and significant effect on trust, reputation has a positive and significant effect on trust, customer satisfaction has a positive and significant effect on trust, perceived ease of use has a positive and significant effect on repurchase, customer satisfaction has a positive and significant effect on repurchase. And it is known that trust is proven to mediate the relationship between perceived ease of use, reputation, customer satisfaction on repurchase interest.

Keywords : Perceived Ease of Use, Reputation, Customer Satisfaction, Trust, Repurchase Intention