

ABSTRACT

The development of technology and information has grown very rapidly making it easier for humans to obtain information to meet their needs. One of them is through online buying and selling (e-commerce). In Indonesia, there are several e-commerce sites such as Tokopedia, Shopee, Bukalapak and others, Tokopedia is one of the largest e-commerce sites but has experienced stagnant growth in the number of visitors compared to its competitors. With this, retaining existing customers and attracting new consumers is something the important one. Based on this, this study aims to analyze the effect of service quality, sales promotion, and brand image on repurchase interest with customer satisfaction as an intervening variable in e-commerce Tokopedia Indonesia.

This research was conducted online by users or those who have made buying and selling transactions at Tokopedia at least 2 times. The number of samples in this study were 111 respondents. The data collection method is through questionnaires and the sampling method in this study is non-probability sampling with purposive sampling technique. The analytical tool used in this research is Structural Equation Modeling (SEM).

The results of this study indicate that service quality, sales promotion, and brand image have a positive and significant effect on customer satisfaction, and the results of this study also show that customer satisfaction has a positive and significant effect on repurchase interest. The most influential variable on repurchase interest is customer satisfaction.

Keywords: service quality, sales promotion, brand image, customer satisfaction, repurchase interest, consumer behavior