

***DETERMINANTS OF REPURCHASE INTENTION: A STUDY ON  
EASE OF USE, TRUST AND E-SATISFACTION CONSTRUCT IN SHOPEE  
MARKETPLACE***

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**ABSTRAK**

*E-commerce* mentransformasi mekanisme pasar tradisional dalam proses interaksi dalam transaksi jual beli. Meningkatnya minat konsumen untuk melakukan kegiatan pembelian secara online menjadikan perusahaan dan penjual memasarkan produknya secara masif melalui media internet. Melalui kemudahan yang ditawarkan oleh sistem *e-commerce* masyarakat hanya perlu mengunjungi situs belanja dan memesan barang atau jasa melalui perangkat elektronik seperti handphone maupun komputer. Penelitian ini bertujuan untuk menguji *Determinants of Repurchase Intention: A Study on Ease of Use, Trust and E-Satisfaction Construct in Shopee Marketplace*. Hipotesis yang dibangun dalam penelitian ini akan diuji dengan pendekatan desain kausal. Adapun alat uji untuk melihat hubungan variabel independen dan variabel dependen menggunakan Structural Equation Modeling (SEM) dengan alat bantu statistik AMOS 24. Metode pengumpulan data menggunakan kuesioner dengan jumlah responden 288 orang.

Kata Kunci: *Ease Of Use, E-Satisfaction, Repurchase Intention, Trust, Purchase Decision, Loyalty*.

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***ABSTRACT***

*E-commerce transforms market mechanism in the process of interaction in buying and selling transactions. The increasing internet of consumers to carry out online purchasing activities has made companies and sellers market their products massively through the Internet. Through the convenience offered by the e-commerce system, people only need to visit shopping sites and order goods or services through electronic devices such as mobile phones or computers. This study aimed to examine the effect of ease of use and trust on repurchase intention mediated by e-satisfaction on Shopee online platform users. The hypothesis built in this study would be tested with a causal research design. Structural Equation Modeling (SEM) utilizing the AMOS 24 software was the statistical tool to investigate the relationship between the independent and dependent variables. The data collection method used a questionnaire with 288 respondents*

*Keywords: Ease of Use, E-Satisfaction, Repurchase Intention, Trust, Purchase Decision, Loyalty.*