

ABSTRACT

***THE INFLUENCE OF ELECTRONIC SERVICE QUALITY, CUSTOMER SATISFACTION, AND CUSTOMER TRUST ON REPURCHASE INTENTION OF SHOPEE E-COMMERCE PLATFORM
(Study on Shopee E-Commerce Customers in Tangerang Selatan)***

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This study aims to determine the effect of electronic service quality, customer satisfaction, and customer trust on the repurchase intention of Shopee Indonesia's E-Commerce Platform. The research focuses on consumer repurchase intentions on Shopee in South Tangerang City. The study used an unknown population, which was taken through purposive sampling. The number of samples in this study was 114 respondents. This research data was obtained through questionnaires, analyzed using the Multiple Linear Regression Analysis method, and processed with IBM SPSS Statistics 27 Versions software. The result of this study indicates that customer satisfaction and customer trust variables have a significant effect on repurchase intention, while the electronic service quality does not influence repurchase intention.

Keyword: *Shopee, Electronic Service Quality, Customer Satisfaction, Customer Trust, Repurchase Intention, Marketing Management, Consumer Behaviour*