

ABSTRACT

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FACTORS AFFECTING ENJOYMENT AND REPURCHASE INTENTION TO SHOP AT LAZADA

(xiii + 166 pages; 16 figures; 19 tables; 2 appendix)

This past few years the internet users have been increase rapidly. Moreover, the e-commerce as well as their users are also increasing. Lazada is one of the most popular e-commerce in Indonesia. However, From the year 2017 and 2019 Lazada had a fall in their overall brand index ranking. The fall in the index ranking can be explained and seen from the perspective of enjoyment and repurchase intention. The purpose of this research is to know the effect that the variables share towards enjoyment and repurchase intention. This research was conducted on 240 respondents who have used Lazada in Indonesia and the data was analysed by using Smart PLS 3.3.2. Furthermore, this research uses a Nonprobability sampling, with a purposive judgmental style. The findings of this research show that the variables which are perceived ease-of-use, perceived usefulness and trust significantly and positively effect enjoyment and repurchase intention.

References: 108 (2000-2020)

Keywords: Perceived ease-of-use, perceived usefulness, trust, enjoyment, repurchase intention.