

ABSTRAK

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PENGARUH *WEBSITE DESIGN QUALITY*, *PERCEIVED VALUE*, DAN *E-TRUST* TERHADAP *REPURCHASE INTENTION* PADA *E-COMMERCE* BEAUTY HAUL

Penelitian ini bertujuan untuk menganalisis pengaruh positif *website design quality*, *perceived value*, *e-trust* terhadap *repurchase intention* pada *e-commerce* Beauty Haul. Teknik pengambilan sampel pada penelitian ini adalah *convenience* sampling. Jumlah sampel yang terkumpul dengan menggunakan instrumen kuesioner dalam bentuk *google forms* yaitu 191 konsumen Beauty Haul yang sudah melakukan transaksi di *website* Beauty Haul sebanyak lebih dari 2 (dua) kali. Data dianalisis dengan pendekatan *Partial Least Square-Structural Equation Model* (PLS-SEM). Hasil penelitian menunjukkan bahwa terdapat pengaruh positif antara seluruh variabel independen yaitu *website design quality*, *perceived value*, *e-trust* terhadap variabel dependen *repurchase intention*.

Kata Kunci : *website design quality*, *perceived value*, *e-trust*, *repurchase intention*, *e-commerce*.

ABSTRACT

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THE EFFECT OF WEBSITE DESIGN QUALITY, PERCEIVED VALUE, AND E-TRUST ON REPURCHASE INTENTION ON E-COMMERCE BEAUTY HAUL

This study aims to analyze the positive influence of website design quality, perceived value, and e-trust on repurchase intention in e-commerce Beauty Haul. The sampling technique in this research is convenience sampling. The number of samples collected using a questionnaire instrument in the form of google forms is 191 Beauty Haul consumers who have made transactions on the Beauty Haul website more than 2 (two) times. The data were analyzed using the Partial Least Square-Structural Equation Model (PLS-SEM) approach. The results showed that there was a positive influence between all independent variables, namely website design quality, perceived value, e-trust on the dependent variable of repurchase intention.

Keywords: website design quality, perceived value, e-trust, repurchase intention, e-commerce.