

## ABSTRAK

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**PENGARUH *E-SERVICE QUALITY* TERHADAP *E-TRUST* DAN *E-CUSTOMER SATISFACTION*, *E-TRUST* TERHADAP *E-CUSTOMER SATISFACTION* DAN *E-SERVICE QUALITY* TERHADAP *REPURCHASE INTENTIONS* PADA APLIKASI E-COMMERCE (WILAYAH JABODETABEK DAN PULAU JAWA)**

(xvi + 171 halaman : 40 tabel : 17 gambar : 3 lampiran)

Tujuan Penelitian untuk menguji dan menganalisis pengaruh *e-service quality* terhadap *e-trust* dan *e-customer satisfaction*, pengaruh *e-trust* terhadap *e-customer satisfaction* dan pengaruh *e-service quality* terhadap *repurchase intentions* melalui *e-customer satisfaction* dan pengaruh *e-service quality* terhadap *repurchase intentions* melalui *e-trust*. Model Analisis penelitian saat ini menggunakan PLS-SEM sebagai model analisis data dengan aplikasi SmartPLS versi 3.3.3. Metodologi penelitian saat ini adalah penelitian kuantitatif dengan desain penelitian kausal dan desain sampel *non-probability* sampling yaitu *purposive sampling*. Peneliti menyebarkan kuesioner *online* melalui *google forms* kepada 288 responden dengan kriteria responden yang berdomisili di Jabodetabek atau Pulau Jawa, memiliki aplikasi *e-commerce* di *smartphone* dan telah menjadi pelanggan *e-commerce* selama kurang lebih 1 tahun. Temuan penelitian adalah terdapat arah pengaruh positif dan signifikan antara *e-service quality* terhadap *e-trust* dan *e-customer satisfaction*, *e-trust* memiliki pengaruh positif dan signifikan terhadap *e-customer satisfaction*, *e-service quality* memiliki pengaruh positif terhadap *repurchase intentions* melalui *e-customer satisfaction* dan *e-service quality* memiliki pengaruh positif terhadap *repurchase intentions* melalui *e-trust*.

**Kata Kunci:** *E-Service Quality, E-Trust, E-Customer Satisfaction dan Repurchase Intentions*

## **ABSTRACT**

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***THE EFFECT OF E-SERVICE QUALITY ON E-TRUST AND E-CUSTOMER SATISFACTION, E-TRUST ON E-CUSTOMER SATISFACTION AND E-SERVICE QUALITY ON REPURCHASE INTENTIONS IN E-COMMERCE APPLICATIONS (JABODETABEK AREA AND JAVA ISLAND)***

*(xvi + 171 pages : 40 tables : 17 pictures : 3 attachments)*

*The purpose of the study was to examine and analyze the effect of e-service quality on e-trust and e-customer satisfaction, the effect of e-trust on e-customer satisfaction and the effect of e-service quality on repurchase intentions through e-customer satisfaction and the effect of e-service. quality on repurchase intention through e-trust. The current research analysis model uses PLS-SEM as a data analysis model with the SmartPLS version 3.3.3 application. The current research methodology is quantitative research with a causal research design and a non-probability sampling sample design, namely purposive sampling. Researchers distributed online questionnaires via google forms to 288 respondents with the criteria of respondents who live in Jabodetabek area or Java Island, have e-commerce applications on smartphones and have been e-commerce customers for approximately 1 year. The research findings are that there is a positive and significant directional influence between e-service quality on e-trust and e-customer satisfaction, e-trust has a positive and significant effect on e-customer satisfaction, e-service quality has a positive influence on repurchase intentions through e-customer satisfaction and e-service quality have a positive influence on repurchase intentions through e-trust.*

***Keywords: E-Service Quality, E-Trust, E-Customer Satisfaction and Repurchase Intentions***