

ABSTRACT

Indonesia is one of the countries with high E-commerce growth, in recent years many large and retail companies have developed their business through digital E-commerce. The number of E-commerce actors continues to grow in accordance with research conducted by communication information technology institutions both at home and abroad. According to the 2016 Economic Census data from the Central Statistics Agency, the E-commerce industry in Indonesia has grown by around 17% in ten years, with a total business reaching 26.2 million E-commerce units. (Abdurrahman, 2017)

The purpose of this research is to reveal which factors between Access Convenience, Search Convenience, Transaction Convenience, Evaluation Convenience, Shipping, Tracking, Customer Service has the biggest effect on Repurchase Intention through Customer Satisfaction on the case study of Shopee customers in Surabaya.

This study uses a quantitative approach to the analysis technique of Structural Equation Model (SEM) and the SPSS 22.0 software. The questionnaire distributed to 130 respondents in the sample in which the characteristics of respondents that consists of men and women in the age range 18-60 years, who have shopped at Shopee in Surabaya at least 2 times in the past 2 months and had interacted with Customer service of Shopee in the last 6 months. The sampling method used in this research that is non - probability sampling.

The results showed that Search Convenience and Customer Satisfaction of Shopee showed significant positive results with the t-sig. value of 0.000 and standardized coefficients beta value of 0.292; Shipping and Customer Satisfaction of Shopee showed significant positive results with the t-sig. value of 0.027 and standardized coefficients beta value of 0.208; Tracking and Customer Satisfaction of Shopee showed significant positive results with the t-sig. value of 0.002 and standardized coefficients beta value of 0.258; Customer Satisfaction and Repurchase Intention of Shopee showed significant positive results with the t-sig. value of 0.000 and standardized coefficients beta value of 0.644.

Keywords: Access Convenience, Search Convenience, Transaction Convenience, Evaluation Convenience, Shipping, Tracking, Customer Service, Customer Satisfaction, Repurchase Intention, Shopee.