

ABSTRAK

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PENGARUH *WEBSITE DESIGN QUALITY*, *SERVICE QUALITY*, *TRUST* DAN *SATISFACTION* TERHADAP *REPURCHASE INTENTION* (STUDI KASUS: SHOPEE DI WILAYAH JAKARTA)

(ccciiii + 303 halaman: 5 gambar, 27 tabel, 1 lampiran)

Tujuan dari penelitian ini adalah untuk menganalisis signifikansi pengaruh positif *Website Design Quality* terhadap *Trust*, untuk menganalisis pengaruh positif mengetahui apakah *Website Design Quality* terhadap *Satisfaction* Pelanggan, untuk mengetahui apakah *Service Quality* signifikan berpengaruh positif terhadap *Trust*, untuk mengetahui apakah *Service Quality* signifikan berpengaruh positif terhadap *Satisfaction* Pelanggan, untuk mengetahui apakah *Satisfaction* signifikan berpengaruh positif terhadap *Trust*, untuk mengetahui apakah *Satisfaction* signifikan berpengaruh positif terhadap *Repurchase Intention*, untuk mengetahui apakah *Trust* signifikan berpengaruh positif terhadap *Repurchase Intention*. Penelitian ini menggunakan pendekatan kuantitatif dengan kuisioner yang digunakan sebagai metode pengumpulan data. Kuisioner dalam bentuk *google form* disebarikan kepada 358 responden yang merupakan konsumen Shopee di Jakarta. Metode analisis data pada penelitian ini menggunakan aplikasi SmartPLS yang terdiri dari model luar dan model dalam. Penelitian ini menunjukkan bahwa *Website Design Quality* tidak berpengaruh positif terhadap *Trust* Pelanggan, *Website Design Quality* tidak berpengaruh positif terhadap *Satisfaction* Pelanggan, *Service Quality* berpengaruh positif terhadap *Trust* Pelanggan, *Service Quality* berpengaruh positif terhadap *Satisfaction* Pelanggan, *Satisfaction* berpengaruh positif terhadap *Trust* Pelanggan, *Satisfaction* berpengaruh positif terhadap *Repurchase Intention*, *Trust* berpengaruh positif terhadap *Repurchase Intention*.

Kata Kunci : *Website Design Quality*, *Repurchase Intention*, *Satisfaction*, *Service Quality*, *Trust*, *Website Design Quality*.

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ABSTRACT

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THE INFLUENCE OF WEBSITE DESIGN QUALITY, SERVICE QUALITY, TRUST AND SATISFACTION ON REPURCHASE INTENTION (CASE STUDY: SHOPEE IN THE JAKARTA REGION)

(ccciiii + 303 pages:5 figures, 27 tables, 1 attachment)

The purpose of this research is to analyze the significance of the positive influence of Website Design Quality on Trust, to analyze the positive influence of knowing whether Website Design Quality has a positive influence on Customer Satisfaction, to find out whether Service Quality has a significant positive influence on Trust, to find out whether Service Quality has a significant positive influence on Satisfaction Customers, to find out whether significant Satisfaction has a positive effect on Trust, to find out whether significant Satisfaction has a positive effect on Repurchase Intention, to find out whether significant Trust has a positive effect on Repurchase Intention. This research uses a quantitative approach with a questionnaire used as a data collection method. A questionnaire in the form of a Google form was distributed to 358 respondents who were Shopee consumers in Jakarta. The data analysis method in this research uses the SmartPLS application which consists of an external model and an internal model. This research shows that Website Design Quality has no positive effect on Customer Trust, Website Design Quality has no positive effect on Customer Satisfaction, Service Quality has a positive effect on Customer Trust, Service Quality has a positive effect on Customer Satisfaction, Satisfaction has a positive effect on Customer Trust, Satisfaction has a positive effect on Repurchase Intention, Trust has a positive effect on Repurchase Intention.

Keywords: *Website Design Quality, Repurchase Intention, Satisfaction, Service Quality, Trust, Website Design Quality.*

References: *36 (2016-2023)*