

## ABSTRAK

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**PENGARUH *WEBSITE DESIGN QUALITY*, *PERCEIVED VALUE*, *E-TRUST*  
DAN EFEK MEDIATING DARI *E-SATISFACTION* TERHADAP  
*REPURCHASE INTENTION* PADA *E-COMMERCE* TOKOPEDIA**

(95 hal + 23 tabel + 3 gambar )

Kondisi persaingan *e-commerce* di Indonesia cukup kompetitif sehingga menyebabkan posisi pangsa pasar yang cenderung mengalami perubahan. Pasar yang kompetitif menyebabkan posisi pemimpin pasar mudah untuk berubah hanya seperti yang dialami oleh Tokopedia, dimana Shopee sebagai saingan utama mampi menjadi pemimpin pasar hanya dalam waktu 4 tahun sejak rilis di Indonesia. Penelitian ini dilakukan untuk menguji apakah terdapat pengaruh *Website design quality*, *perceived value* dan *E-trust* terhadap *Repurchase intention* melalui *E-satisfaction* sebagai mediasi pada industri *e-commerce*. Penelitian ini dilakukan dengan pendekatan studi kausal pada 403 responden penelitian yang merupakan konsumen dari Tokopedia, yaitu salah satu *e-commerce* terbesar di Indonesia. Hasil penelitian menunjukkan bahwa *Website design quality*, *perceived value* dan *e-satisfaction* memiliki pengaruh signifikan dan positif terhadap *Repurchase intention*. Namun *E-trust* tidak memiliki pengaruh signifikan terhadap *Repurchase intention*. Pihak Tokopedia perlu memperhatikan *perceived value*, kualitas website terutama kepuasan pengguna agar *repurchase intention* dapat ditingkatkan dengan harapan dapat kembali memperoleh posisi pemimpin pasar di industri *e-commerce*.

Kata Kunci : *E-satisfaction*; *E-trust*; *Perceived value*; *Repurchase intention*; *Website design quality*

57 Referensi (2008-2023)

## ABSTRACT

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***THE EFFECT OF WEBSITE DESIGN QUALITY, PERCEIVED VALUE, E-TRUST AND MEDIATING EFFECT OF E-SATISFACTION ON REPURCHASE INTENTION OF TOKOPEDIA E-COMMERCE***

*(95 hal + 23 table + 3 picture )*

*The competitive conditions of e-commerce in Indonesia are quite competitive, causing market share positions to tend to change. A competitive market causes the position of market leaders to easily change, just like what Tokopedia experienced, where Shopee as the main competitor was able to become the market leader in just 4 years since its release in Indonesia. This study was conducted to test whether there is an influence of Website design quality, perceived value and E-trust on Repurchase intention through E-satisfaction as a mediation in the e-commerce industry. This study was conducted with a causal study approach on 403 research respondents who are consumers of Tokopedia, one of the largest e-commerce in Indonesia. The results of the study showed that Website design quality, perceived value and e-satisfaction have a significant and positive influence on Repurchase intention. However, E-trust does not have a significant influence on Repurchase intention. Tokopedia needs to pay attention to perceived value, website quality, especially user satisfaction so that repurchase intention can be improved in the hope of regaining the position of market leader in the e-commerce industry.*

*Keyword : E-satisfaction; E-trust; Perceived value; Repurchase intention; Website design quality;*

*57 Refference (2008-2023)*