

ABSTRACT

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THE IMPACT OF E-SECURITY, E-SERVICE QUALITY AND E-SATISFACTION TOWARDS E-REPURCHASE INTENTION OF E-COMMERCE TOKOPEDIA USERS

(XVII + 96 page: 2 picture, 31 table, 19 attachment)

The purpose of the study is to determine: 1) Weather E-security from E-commerce Tokopedia has a positive effect towards E-satisfaction. 2) Weather E-service quality from e-commerce Tokopedia has a positive effect towards E-satisfaction. 3) Weather E-satisfaction from e-commerce Tokopedia has a positive effect towards E-repurchase intention. 4) Weather E-security from e-commerce Tokopedia has a positive effect towards E-repurchase intention. 5) Weather E-service quality from e-commerce Tokopedia has a positive effect towards E-repurchase intention. This research was conducted in the Jabodetabek area. With a quantitative type of research using 200 respondents. The data collection method in this study was a questionnaire survey, conducted by using Google form, with a non-probability sampling. Data analyzed method using SmartPLS software. The results of the concluded study is E-security and E-service quality effect E-satisfaction positively and significantly, then E-satisfaction, E-security, and E-service quality effect E-repurchase intention positively and significantly.

Key word: *E-security, E-service quality, E-satisfaction, E-repurchase intention.*

Reference: 68 (2006 – 2020)

ABSTRAK

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PENGARUH *E-SECURITY*, *E-SERVICE QUALITY* DAN *E-SATISFACTION* TERHADAP *E-REPURCHASE INTENTION* PADA PENGGUNA *E-COMMERCE* TOKOPEDIA

(XVII + 96 hal: 2 gambar, 31 tabel, 19 lampiran)

Tujuan dilakukannya penelitian ini adalah untuk mengetahui: 1) Untuk mengetahui pengaruh positif antara *E-service quality* terhadap *E-satisfaction* pengguna *E-commerce* Tokopedia. 2) Untuk mengetahui pengaruh positif antara *E-service quality* terhadap *E-satisfaction* pengguna *E-commerce* Tokopedia. 3) Untuk mengetahui pengaruh positif antara *E-satisfaction* terhadap *E-repurchase intention* pengguna *E-commerce* Tokopedia. 4) Untuk mengetahui pengaruh positif antara *E-security* terhadap *E-repurchase intention* pengguna *E-commerce* Tokopedia. 5) Untuk mengetahui pengaruh positif antara *E-service quality* terhadap *E-repurchase intention* pengguna *E-commerce* Tokopedia. Penelitian ini difokuskan pada mereka yang merupakan pengguna *E-commerce* Tokopedia khususnya di daerah jabodetabek jenis penelitian ini adalah kuantitatif dengan sampel sebanyak 200 responden dengan metode pengumpulan data dengan kuesioner melalui google form, menggunakan non-probability dengan convenience sample. Analisis data menggunakan *software smartPLS*. Dan berdasarkan hasil analisis disimpulkan bahwa *E-security* dan *E-service quality* mempengaruhi *E-satisfaction* secara positif dan signifikan, kemudian *E-satisfaction*, *E-security*, dan *E-service quality* mempengaruhi *E-repurchase intention* secara positif dan signifikan.

Kata Kunci: *E-security*, *E-service quality*, *E-satisfaction*, *E-repurchase intention*

Referensi: 68 (2006 – 2020)