

ABSTRAK

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PENGARUH *DIGITAL STOREFRONT*, *EASE OF USE*, *USEFULNESS* TERHADAP *REPURCHASE INTENTION* MELALUI *E-TRUST* DAN *E-SATISFACTION* PADA PELANGGAN APLIKASI MCDONALD GRAHA FAMILY SURABAYA

(xv + 116 Halaman, 9 Gambar; 22 Tabel; 1 Lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh digital storefront, ease of use, dan usefulness terhadap repurchase intention melalui e-trust dan e-satisfaction pada pelanggan aplikasi McDonald's di Graha Famili, Surabaya. Data dikumpulkan melalui penyebaran kuesioner kepada 155 responden berusia 18–60 tahun yang berdomisili di Surabaya dan pernah menggunakan aplikasi McDonald's. Penelitian ini menggunakan pendekatan kuantitatif dengan metode Structural Equation Modeling berbasis Partial Least Square (PLS), yang dianalisis menggunakan perangkat lunak SmartPLS versi 4.1.0.8. Hasil analisis menunjukkan bahwa digital storefront, ease of use, dan usefulness memiliki pengaruh positif dan signifikan terhadap e-trust dan e-satisfaction, yang selanjutnya berpengaruh terhadap repurchase intention. Temuan ini menunjukkan bahwa kualitas pengalaman digital pelanggan secara signifikan memengaruhi niat mereka untuk melakukan pembelian ulang melalui aplikasi.

Kata Kunci : *Digital Storefront, Ease of Use, Usefulness, E-Trust, E-Satisfaction, Repurchase Intention,*

ABSTRACT

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THE INFLUENCE OF DIGITAL STOREFRONT, EASE OF USE, AND USEFULNESS ON REPURCHASE INTENTION THROUGH E-TRUST AND E-SATISFACTION AMONG USERS OF THE MCDONALD'S APPLICATION AT GRAHA FAMILI SURABAYA

(xv + 116 pages, 9 figures; 22 tables; 1 appendix)

This study aims to analyze the influence of digital storefront, ease of use, and usefulness on repurchase intention through e-trust and e-satisfaction among users of the McDonald's application at Graha Famili, Surabaya. Data were collected through a questionnaire distributed to 155 respondents aged 18 to 60 years who reside in Surabaya and have previously used the McDonald's application. This research uses a quantitative approach with Structural Equation Modeling (SEM) based on Partial Least Squares (PLS), analyzed using SmartPLS version 4.1.0.8. The results indicate that digital storefront, ease of use, and usefulness have a positive and significant effect on e-trust and e-satisfaction, which in turn significantly influence repurchase intention. These findings highlight the importance of digital customer experience in fostering loyalty and increasing the likelihood of repeated purchases through the application.

Keywords : Digital Storefront, Ease of Use, Usefulness, E-Trust, E-Satisfaction, Repurchase Intention