

ABSTRAK

PENGARUH *E-SERVICE QUALITY*, *PERCEIVED RISK* DAN *CUSTOMER TRUST* TERHADAP *REPURCHASE INTENTION* (Studi pada Pengguna *E-Commerce* Shopee Indonesia)

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Shopee menjadi *e-commerce* yang sering digunakan oleh konsumen saat berbelanja secara online. Sebagai *e-commerce*, Shopee masih memiliki permasalahan pada *service* dan *risk*. *E-service quality* dan *perceived risk* pada transaksi yang dilakukan pengguna Shopee dapat menimbulkan *customer trust* sehingga dapat dijadikan pertimbangan dalam *repurchase intention*.

Penelitian ini bertujuan untuk mengetahui pengaruh *e-service quality* dan *perceived risk* terhadap *repurchase intention* yang dimediasi oleh *customer trust* pada pengguna *e-commerce* Shopee. Pengumpulan data dilakukan menggunakan metode penyebaran kuesioner secara online dengan teknik *purposive sampling*. Sampel penelitian berjumlah 264 responden dengan karakteristik minimal berusia 17 tahun yang mengetahui dan pernah berbelanja di Shopee. analisis data menggunakan SEM dengan bantuan *software* LISREL (*Linear Structural Relation*).

Hasil penelitian menunjukkan dari tujuh hipotesis yang diajukan dan semua hipotesis diterima. *E-service quality* terbukti memiliki pengaruh positif terhadap *customer trust* dan *repurchase intention* serta *e-service quality* juga memiliki pengaruh positif secara tidak langsung terhadap *repurchase intention* yang dimediasi oleh *customer trust*. *Perceived risk* memiliki pengaruh negatif secara langsung terhadap *customer trust* dan *repurchase intention*. Selain itu, *perceived risk* juga memiliki pengaruh negative secara tidak langsung terhadap *repurchase intention*. *Customer trust* terbukti memiliki pengaruh positif terhadap *repurchase intention* yang artinya semakin besar *customer trust* terhadap Shopee maka dapat meningkatkan *repurchase intention*.

Kata Kunci: *Shopee, E-Commerce, E-Service Quality, Perceived Risk, Customer Trust, Repurchase Intention*

ABSTRACT

THE INFLUENCE OF E-SERVICE QUALITY, PERCEIVED RISK AND CUSTOMER TRUST ON REPURCHASE INTENTION

(Study on Indonesian Shopee E-Commerce Users)

By

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Shopee is an e-commerce that is often used by consumers when shopping online. As e-commerce, Shopee still has problems with service and risk. E-service quality and perceived risk in transactions made by Shopee users can generate customer trust so that it can be taken into consideration in repurchase intention.

This research aims to determine the influence of e-service quality and perceived risk on repurchase intention mediated by customer trust in Shopee e-commerce users. Data collection was carried out using the online questionnaire distribution method with purposive sampling technique. The research sample consisted of 264 respondents with characteristics of at least 17 years of age who knew and had shopped at Shopee. data analysis using SEM with the help of LISREL (Linear Structural Relation) software.

The research results show that seven hypotheses were proposed and all hypotheses were accepted. E-service quality is proven to have a positive influence on customer trust and repurchase intention and e-service quality also has an indirect positive influence on repurchase intention which is mediated by customer trust. Perceived risk has a direct negative influence on customer trust and repurchase intention. Apart from that, perceived risk also has an indirect negative influence on repurchase intention. Customer trust is proven to have a positive influence on repurchase intention, which means that the greater customer trust in Shopee can increase repurchase intention.

Keywords: Shopee, E-Commerce, E-Service Quality, Perceived Risk, Customer Trust, Repurchase Intention