

THE EFFECT OF E-SERVICE QUALITY AND E-SATISFACTION ON ONLINE REPURCHASE INTENTION (Study On Lazada Consumers In Bengkalis City)

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ABSTRACT

This study aims to determine the effect of E-service Quality and E-satisfaction on Online Repurchase Intention, on Lazada consumers in Bengkalis. This type of research is causal associative research using a quantitative approach. Associative causal research is research that aims to determine the effect between two or more variables. The type of data used is primary data and secondary data obtained from questionnaires and literature study. The population in this study were all Bengkalis people who had installed the Lazada application on their smartphones and had at least twice shopped using the Lazada application. The sample in this study was 100 people. The sampling method used nonprobability sampling method with purposive sampling technique. The data analysis method used is descriptive statistical analysis, classical assumptions, correlation and regression analysis. The results showed that to determine the effect of e-service quality on repurchase intention to use the Lazada application partially, the effect of e-satisfaction on repurchase intention to use the Lazada application partially, the effect of e-service quality and e-satisfaction. on repurchase intentions in using the application. lazada to the Bengkalis Community simultaneously.

Keywords : E-service Quality, E-satisfaction, Repurchase Intention,