

ABSTRAK

PENGARUH *PERCEIVED USEFULNESS* DAN *E-SERVICE QUALITY* TERHADAP *REPURCHASE INTENTION* MELALUI *E-STATISFACTION* PADA APLIKASI BERRYBENKA

Oleh :

Tiara Gita Ramadhani

Tujuan dari penelitian ini adalah untuk mengetahui apakah *perceived usefulness* berpengaruh terhadap *repurchase intention*. untuk mengetahui apakah *e-service quality* berpengaruh terhadap *repurchase intention*. untuk mengetahui apakah *perceived usefulness* berpengaruh terhadap *e-satisfaction*. untuk mengetahui apakah *e-service quality* berpengaruh terhadap *e-satisfaction*. untuk mengetahui apakah *perceived usefulness* berpengaruh terhadap *e-satisfaction* dan *repurchase intention*. untuk mengetahui apakah *e-service quality* berpengaruh terhadap *e-satisfaction* dan *repurchase intention*. untuk mengetahui apakah *e-satisfaction* mempengaruhi *repurchase intention*. Populasi dalam penelitian ini adalah para pengguna aplikasi Berrybenka di seluruh Indonesia. Penelitian ini menggunakan metode kuantitatif dengan analisis Structural Equation Modeling (SEM). Hasil dari penelitian ini menunjukkan bahwa variabel *perceived usefulness* berpengaruh terhadap *repurchase intention*. variabel *e-service quality* berpengaruh terhadap *repurchase intention*. variabel *e-service quality* berpengaruh terhadap *e-satisfaction* dan *repurchase intention* pada pengguna aplikasi berrybenka.

Kata Kunci : *Perceived Usefulness, E-Service Quality, Repurchase Intention, E-Satisfaction.*

ABSTRACT

THE EFFECT OF PERCEIVED USEFULNESS AND E-SERVICE QUALITY ON REPURCHASE INTENTION THROUGH E-SATISFACTION ON THE BERRYBENKA APPLICATION

By :
Tiara Gita Ramadhani

The purpose of this study was to determine the effect of perceived usefulness on repurchase intention, the effect of e-service quality on repurchase intention, the effect of perceived usefulness on e-satisfaction, the effect of e-service quality on e-satisfaction, the effect of perceived usefulness on e-satisfaction and repurchase intention, the effect of e-service quality on e-satisfaction and repurchase intention, the effect of e-satisfaction on repurchase intention. The population in this study is Berrybenka application users throughout Indonesia. This research uses quantitative methods with Structural Equation Modeling (SEM)-PLS analysis. The results of this study indicate that perceived usefulness affects repurchase intention, e-service quality affects repurchase intention, and e-service quality affects e-satisfaction and repurchase intention in Berrybenka application users.

Keywords: Perceived Usefulness, E-Service Quality, Repurchase Intention, E-Satisfaction.