

## ABSTRACT

### THE EFFECT OF ONLINE SERVICE QUALITY ON REPURCHASE INTENTION WITH CONSUMER SATISFACTION AND CONSUMER TRUST AS INTERVENING VARIABLES

By

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The purpose of this research was to find the effect of online service quality mediated by consumer satisfaction and trust in the Shopee Ladyfame marketplace in Bandar Lampung. This type of research was quantitative research. The data source used in this research was primary data. The data collection method used the field research method by going directly to the field. The population in this study were 160 customers or users of the Shopee Ladyfame marketplace service. The sampling method used was non-probability sampling with the purposive sampling technique. The data analysis used the PLS (Partial Least Square) with the Structured Equation Modeling (SEM) method. The research results found that the online service quality had a positive and significant effect on the consumer satisfaction, the online service quality had a positive and significant effect on the consumer trust, the online service quality had a positive and significant effect on the repurchase intention. The consumer satisfaction had a positive and significant effect on the repurchase interest, and the consumer trust had a positive and significant effect on the repurchase interest.

**Keywords:** Online Service Quality, Repurchase Intention, Consumer Satisfaction, Consumer Trust.

