

## **ABSTRAK**

Penelitian ini bertujuan untuk menguji pengaruh kualitas layanan, kepercayaan, kemudahan penggunaan, terhadap kepuasan konsumen dan dampaknya pada niat beli ulang di toko *online*. Populasi dalam penelitian ini adalah pengguna *marketplace* shopee yang pernah melakukan pembelian minimal 2 kali. Sampel yang diambil sebanyak 100 responden dengan menggunakan teknik *purposive sampling*. Hubungan dan pengaruh antar variabel dijelaskan dengan menggunakan metode analisis regresi berganda yang sebelumnya dilakukan uji validitas dan uji reliabilitas. Selain itu penelitian ini juga menggunakan uji determinasi, uji F, dan uji t dibantu menggunakan alat olah data IBM SPSS Statistic 16. Hasil penelitian menunjukkan 4 hipotesis dinyatakan diterima yaitu kualitas layanan, kepercayaan, kemudahan penggunaan setelah dianalisis terdapat pengaruh positif dan signifikan terhadap kepuasan konsumen, dan kepuasan konsumen berpengaruh positif dan signifikan terhadap niat beli ulang hal ini menguatkan teori-teori sebelumnya. Keterbatasan dalam penelitian ini yaitu metode pengumpulan data menggunakan kuesioner, sehingga responden mempunyai peluang untuk menjawab asal-asalan kemudian variabel kualitas layanan, kepercayaan, kemudahan penggunaan hanya mempengaruhi variabel dari kepuasan konsumen sebesar 48,40% dan kepuasan konsumen mempengaruhi niat beli ulang sebesar 41,40%, sedangkan sisanya dipengaruhi oleh variabel lain yang tidak diamati dalam penelitian ini.

**Kata Kunci : Kualitas Layanan, Kepercayaan, Kemudahan Penggunaan, Kepuasan Konsumen, dan Minat Beli Ulang**

## **ABSTRACT**

*This research was aimed to examine the effect of service quality, trust, ease of use, customer's satisfaction and its impact on repurchase intentions in online stores. The population in this study was shopee marketplace users who have made purchases at least 2 times. The samples have taken as many as 100 respondents using purposive sampling technique. The relationships and influences between variables were explained using multiple regression analysis methods that were previously tested for validity and reliability. In addition, this study also used a determination test, F test, and t test assisted using IBM SPSS Statistics 16 data processing tools. The results showed that 4 hypotheses were accepted, namely service quality, trust, ease of use after analysis, there was a positive and significant effect on customer satisfaction, and customer satisfaction had a positive and significant effect on repurchase intentions, reinforcing the previous theories. Limitations in this study were the methods of collecting data using a questionnaire, so that the respondents have the opportunity to answer carelessly. Thereafter, the variable service quality, trust, ease of use only affected the variable of customer satisfaction by 48.40% and customer satisfaction affected the intention to repurchase by 41, 40%, while the rest were influenced by other variables which not observed in this study.*

**Keywords:** *Service Quality, Trust, Ease of Use, Consumer Satisfaction, and Repurchase Intention.*