

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *perceived ease of use* terhadap *customer satisfaction*, pengaruh *perceived usefulness* terhadap *customer satisfaction*, pengaruh *perceived ease of use* terhadap *repurchase intention*, pengaruh *perceived usefulness* terhadap *repurchase intention*, dan pengaruh *customer satisfaction* terhadap *repurchase intention*, pada aplikasi *online marketplace* Shopee.

Jenis penelitian ini adalah penelitian kuantitatif. Jumlah populasi pada penelitian ini tidak dapat ditentukan secara pasti. Sampel dalam penelitian ini diperoleh dengan menggunakan metode *purposive sampling*, dengan jumlah responden sebanyak 170 responden yang berusia minimal 17 tahun, yang pernah melakukan belanja *online* melalui aplikasi Shopee. Pengumpulan data dilakukan melalui penyebaran kuesioner secara *online*. Metode analisis yang digunakan adalah metode SEM-PLS (*Structural Equation Modeling-Partial Least Square*) dengan menggunakan program SmartPLS 3.

Hasil penelitian menunjukkan bahwa *perceived ease of use* berpengaruh tidak signifikan terhadap *customer satisfaction*, *perceived usefulness* berpengaruh positif dan signifikan terhadap *customer satisfaction*, *customer satisfaction* berpengaruh positif dan signifikan terhadap *repurchase intention*, *perceived ease of use* berpengaruh positif dan signifikan terhadap *repurchase intention*, dan *perceived usefulness* berpengaruh positif dan tidak signifikan terhadap *repurchase intention*.

Kata kunci: *perceived ease of use*, *perceived usefulness*, *customer satisfaction*, *repurchase intention*

ABSTRACT

This research aimed to find out the effect of perceived ease of use on customers' satisfaction, perceived usefulness on customers' satisfaction, perceived ease of use on repurchase intention, perceived usefulness on repurchase intention, and the effect of customers' satisfaction on repurchase intention of Shopee, online marketplace.

The research was quantitative. Moreover, the population was unknown. Furthermore, the data collection technique used purposive sampling with 170 respondents with minimal age of 17 years old and had ever used bought products at Shopee, online marketplace. Furthermore, the instrument in data collection technique used online questionnaires. Additionally, the data analysis technique used Structural Equation Modeling-Partial Least Square (SEM-PLS) with SmartPLS 3.

The research result concluded that perceived ease of use had an insignificant effect on customers' satisfaction. On the other hand, perceived usefulness had a positive and significant effect on customers' satisfaction. Likewise, customers' satisfaction had a positive and significant effect on repurchase intention. Similarly, perceived ease of use had a positive and significant effect on repurchase intention. In contrast, perceived usefulness had a positive but insignificant effect on repurchase intention.

Keywords: Perceived Ease of Use, Perceived Usefulness, Customers' Satisfaction, Repurchase Intention

