

**Pengaruh *Ease of Use* Terhadap *Repurchase Intention* Yang Dimediasi
Oleh *E-satisfaction*
(Study Pada Pengguna Marketplace)**

ABSTRAK Oleh:

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Penelitian ini bertujuan untuk mengetahui pengaruh *ease of use* terhadap *repurchase intention* yang dimediasi oleh *e-satisfaction* terhadap pengguna marketplace Shopee. Dalam penelitian ini menggunakan skala pengukuran *Bipolar Adjective*. Penelitian ini menggunakan sampel penelitian yang berjumlah 100 responden pengguna yang telah melakukan kunjungan di marketplace Shopee. Teknik pengumpulan data menggunakan angket. Teknik analisis data menggunakan PLS-SEM dan pengujian hipotesis. Hasil penelitian menunjukkan bahwa 1) *ease of use* berpengaruh signifikan terhadap *repurchase intention* 2) *ease of use* berpengaruh signifikan terhadap *e-satisfaction* 3) *e-satisfaction* berpengaruh signifikan terhadap *repurchase intention* 4) *ease of use* berpengaruh signifikan terhadap *repurchase intention* yang dimediasi oleh *e-satisfaction* terhadap pengguna marketplace Shopee.

Kata kunci : *repurchase intention, ease of use, e-satisfaction*

***THE EFFECT OF EASE OF USE ON REPURCHASE INTENTION
MEDIATED BY E-SATISFACTION
(STUDY ON MARKETPLACE USERS)***

ABSTRACT

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This study aims to determine the effect of ease of use on repurchase intention mediated by e-satisfaction on Shopee marketplace users. In this study using the Bipolar Adjective measurement scale. This study uses a research sample of 100 user respondents who have visited the Shopee marketplace. Data collection techniques using a questionnaire. The data analysis technique used PLS-SEM and hypothesis testing. The results showed that 1) ease of use had a significant effect on repurchase intention 2) ease of use had a significant effect on e-satisfaction 3) e-satisfaction had a significant effect on repurchase intention 4) ease of use had a significant effect on repurchase intention mediated by e-satisfaction with Shopee marketplace users

Keywords : repurchase intention, ease of use, e-satisfaction