

**PENGARUH KEMUDAHAN PENGGUNAAN (*EASE OF USE*)
TERHADAP MINAT BELI ULANG (*REPURCHASE INTENTION*) YANG
DIMEDIASI OLEH KEPERCAYAAN (*TRUST*)
(STUDY PADA PENGGUNA APLIKASI *MARKETPLACE*)**

ABSTRAK

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Penelitian ini bertujuan untuk menganalisis pengaruh *Ease of Use* terhadap *Repurchase Intention* yang di mediasi *Trust* pada *marketplace* Tokopedia atau Shopee. Penelitian ini menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data lapangan menggunakan angket. Responden dalam penelitian ini adalah 100 pelanggan yang sebelumnya pernah menggunakan dan melakukan transaksi di aplikasi *marketplace* Tokopedia atau Shopee.

Teknik analisa data menggunakan metode PLS-SEM dan pengujian hipotesis. Berdasarkan hasil penelitian menunjukkan bahwa *ease of use* berpengaruh positif terhadap *repurchase intention*, *ease of use* berpengaruh positif terhadap *Trust*, *Trust* berpengaruh positif terhadap *repurchase intention*, dan *Trust* secara *Partial* memediasi antara *ease of use* terhadap *repurchase intention* pada pengguna aplikasi *marketplace* Tokopedia atau Shopee.

Kata Kunci : *Ease of Use, Trust, Repurchase Intention.*

**THE EFFECT OF EASE OF USE ON REPURCHASE INTENTION
MEDIATED BY TRUST
(STUDY ON USERS OF MARKETPLACE APPLICATION)**

ABSTRACT

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This study aims to analyze the effect of Ease of Use on Repurchase Intention mediated by Trust on the Tokopedia or Shopee marketplaces. This research uses an explanatory research method which is carried out through field data collection using questionnaires. The respondents in this study were 100 customers who had previously used and made transactions on the Tokopedia or Shopee marketplace applications.

Data analysis techniques use the PLS-SEM method and hypothesis testing. Based on the results of the study, it shows that ease of use has a positive effect on repurchase intention, ease of use has a positive effect on Trust, Trust has a positive effect on repurchase intention, and Trust partially mediates between ease of use and repurchase intention in tokopedia or Shopee marketplace application users.

Keywords : Ease of Use, Trust, Repurchase Intention.