

ABSTRACT

The development of the trading system has changed very drastically from the beginning of traditional markets to the present, transactions through e-commerce are supported by rapid technological developments. E-commerce is the fastest growing industrial sector in recent years. Therefore, e-commerce is an industry that has great influence and is widely used by people in their daily lives. This study analyzes the effect of trust, perceived ease of use, and perceived usefulness on repurchase intention. This research is descriptive research with quantitative methods. The sample collection technique in this study was non-probability sampling by distributing questionnaires to 159 people. Data were analyzed using Structural Equation Modeling based on Partial Least Square. In this study it was found that trust and perceived ease of use had an effect on repurchase intention, but perceived usefulness had no effect on repurchase intention.

Keywords: *Repurchase intention, Trust, Perceived ease of use, perceived usefulness.*

ABSTRAK

Perkembangan sistem perdagangan telah berubah sangat drastis dari awal mulanya pasar tradisional hingga saat ini transaksi melalui *e-commerce* yang didukung dengan perkembangan teknologi yang pesat. *E-commerce* merupakan sector industri yang berkembang paling cepat dalam beberapa tahun terakhir. Oleh karena itu, *e-commerce* merupakan industri yang berpengaruh besar dan banyak digunakan oleh masyarakat dalam kehidupan sehari-hari. Penelitian ini menganalisis pengaruh *trust*, *perceived ease of use*, dan *perceived usefulness* terhadap *repurchase intention*. Penelitian ini merupakan penelitian deskriptif dengan metode kuantitatif. Teknik pengumpulan sampel pada penelitian ini adalah *non-probability sampling* dengan menyebarkan kuesioner kepada 159 orang. Data dianalisis dengan menggunakan *Structural Equation Modeling* berbasis *Partial Least Square*. Dalam penelitian ini ditemukan bahwa *trust* dan *perceived ease of use* memberikan pengaruh terhadap *repurchase intention*, namun *perceived usefulness* tidak memberikan pengaruh terhadap *repurchase intention*.

Kata Kunci: *repurchase intention, trust, perceived ease of use, perceived usefulness.*