

ABSTRAK

Pengaruh E-Security, E-Service Quality, & E-Satisfaction terhadap E-Repurchase Intention

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This study analyzes: (1) The effect of e-security on e-repurchase intention, (2) the effect of e-service quality on e-repurchase intention, (3) the effect of e-security on e-satisfaction, (4) the effect of e-service quality on e-satisfaction, (5) the effect of e-satisfaction on e-repurchase intention.

This type of research is causative research. The population in this study were all e-commerce users. By using purposive sampling we use 385 customers as the respondent. This study used online questionnaires as the data collection instrument, This study analyzed the data by using structural equation modeling (SEM) with smart PLS 3.0 as the software package

The results of his study indicate that: (1) e-security has a significant effect on e-repurchase intention. (2) e-service quality has a significant effect on e-repurchase intention. (3) e-security has a significant effect on e-satisfaction. (4) e-service quality has significant effect on e-satisfaction. (5) e-satisfaction has a significant effect on e-repurchase intention.

Keywords: e-Repurchase Intention, e-Security, e-Service Quality, e-Satisfaction