

DETERMINANT FACTORS OF REPURCHASE INTENTION OF SHOPEE ONLINE MARKETPLACE

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Abstract. This research aimed to find out the determinant factors of repurchase intention of Shopee online marketplace. The research was quantitative. While the population cannot be known for the exactly number. Moreover, the data collection technique used purposive sampling. In line with that, there were 170 respondents as the sampel, who were 17 years old and had bought some products by online through Shopee application. Furthermore, the instrument in data collection technique used questionnaires which were distributed to the respondents by online. Additionally, the data analysis technique used SEM-PLS (Structural Equation Modeling-Partial Least Square) with SmartPLS 3. The research result concluded that perceived ease of use had an insignificant effect on customer satisfaction. On the other hand, perceived usefulness had a positive and significant effect on customer satisfaction. While, customer satisfaction had a positive and significant effect on repurchase intention. Likewise, perceived ease of use had a positive and significant effect on repurchase intention. In addition, perceived usefulness had a positive but insignificant effect on repurchase intention.

Keywords: Perceived Ease of Use, Perceived Usefulness, Customer Satisfaction, Repurchase Intention
