

ABSTRAK

The purpose of this study is to analyze and test whether how much influence website design quality has on Bukalapak customer satisfaction, how much influence does E-service quality have on Bukalapak's customer satisfaction, how much influence does customer satisfaction have on Bukalapak's repurchases intention, how much influence does website design quality have? on customer satisfaction on Bukalapak's repurchases intention, how much influence does E-service quality have on repurchase intention mediated by Bukalapak's customer satisfaction, a survey method was used in this study. Data collection was carried out using a questionnaire instrument. The target population for this study is all users of the Bukalapak website. The number of samples is determined by 385 samples. The Partial Least Square-Structural Equation Modeling approach with the SmartPls program was used for data analysis.

Keywords: Website Design Quality, Service Quality, Kepuasan, Repurchase Intention