

ABSTRAK

Technological developments mean that various jobs can be completed more effectively and efficiently. Technological developments have had a big impact on the business world, one of which is the development of a new type of business, namely E-commerce. Shopee is the leading online shopping platform in Southeast Asia and Taiwan, headquartered in Singapore. Shopee is available in the form of amobile application and website to make it easier for users to carry out online shopping activities. Shopee is a platform tailored to each region and provides an easy, safe and fast online shopping experience for customers through strong payment and logistics support. This research aims to determine the experience value and repurchase intention of Shopee customers and also to determine the experience value of the repurchase intention of Shopee customers in Bandung in 2023.

The research method used in this research is quantitative descriptive methods. There search approach used in this research is a quantitative descriptive approach, because the results from the data procedure are in the form of numbers, then use Inferential and descriptive statistics. The data collection technique uses a questionnaire.