

ABSTRACT

Rebuy or repurchase is important for the sustainability of a business. Repurchase intention will occur when a customer or buyer purchases a product for the first time and is satisfied with the product. Customer satisfaction can be described as expectations when using the product, getting real functionality from the product and also getting comfortable when using it.

This research was conducted to find out whether customer expectation (EXP), user satisfaction (SAT), perceived enjoyment (PE), perceived ease of use (PEOU) influence each other and also influence repurchase intention (RPI) on the Vidio.com streaming service site. This research is modified because it uses an existing theory but uses a different object.

This study used a quantitative method using questionnaires. The population of the study namely Telkom University students totaling 34.052 (thirty four thousand fifty two) and the questionnaire was distributed to a sample of 379 (three hundred seventy nine) Telkom University students. The sampling technique using a purposive sampling technique. The analytical method used is Structural Equation Modeling (SEM) or Structural equation model based on variance (partial least squares) processed with SmartPLS 4 software. This research is an applied research or Applied Research which focuses on explaining phenomena with the help of theory.

The research results obtained show that (1) Customer expectation has a positive and significant influence on perceived enjoyment, (2) Customer expectation has a positive and significant influence on perceived ease of use, (3) Customer expectation has a positive and significant influence on satisfaction, (4) Perceived enjoyment has an influence positive and significant on satisfaction, (5) Perceived ease of use has a positive and significant influence on satisfaction, (6) Perceived ease of use has a positive and significant influence on perceived enjoyment, (7) Satisfaction has a positive and significant influence on repurchase intention, (8) Perceived enjoyment has a positive and significant influence on repurchase intention, (9) Perceived ease of use does not have a positive and significant influence on repurchase intention.

Researchers recommend for future researchers who want to research the same material should add or replace several variables, for example perceived usefulness, perceived quality, perceived emotional value, perceived social value, etc. and also replace broader research objects so that factors can be identified. influencing consumers' repurchase intention (repurchase intention) for a product or service.

Keyword: Repurchase intention, Customer expectation, Perceived Enjoyment, Perceived Ease of Use, User Satisfaction, Structural Equation Modeling (SEM)