

ABSTRACT

The phenomenon of electronic money developments in Indonesia with the growth ranged 28.67% from 2016 to September 2017 capable of creating trend less cash society. Based on the medium, electronic money is divided into two types: electronic money chip based and server based. On this research more specifically made to electronic money chip-based. Rapid developments make the belief became an important factor. Customer satisfaction should be preferred to make users believe, so that can increase intention to repurchase become a loyal customer.

The objective of this research was to measure the rate of Effort Expectancy, Performance Expectancy, Self Efficacy, Trust, Satisfaction, Intention to Repurchase, and to test the positive influence of Effort Expectancy, Performance Expectancy, Self Efficacy, Trust toward Satisfaction and the impact of Intention to Repurchase with Experience as a moderator.

Data were collected through online questionnaires using google docs and using paper media for offline. From 501 respondents, only 485 respondents gave valid respons. The 485 valid data were analyzed by using SmartPLS 3.0.

The result showed that Effort Expectancy, Performance Expectancy, Self Efficacy, Trust, Satisfaction, Intention to Repurchase had high score that means customers have high good perception for variables. Based on the empirical result, this research concluded that Performance Expectancy especially for group low experience has positive and significant effect on Customer Satisfaction. Trust also has positive and significant effect on Customer Satisfaction. Furthermore Satisfaction proved that has positive and significant effect on Intention to Repurchase.

Keywords: *Satisfaction; Intention to Repurchase; Electronic Money; Trust*