

ABSTRACT

The development of information technology primarily in the form of the internet creates a virtual space and replaces the physical space that spans the surface of the earth. Nowadays, many national and private companies have applied information technology such as the use of e-commerce as a medium of commerce through internet media. Lazada.co.id is one of the e-commerce sites that exist and the largest in Indonesia, with the number of e-commerce sites in Indonesia, Lazada.co.id always strive to improve customer satisfaction by always trying to increase the needs, desires and expectations of customers while doing expected purchase transactions result in trust and loyalty to Lazada.co.id, which may result in repeat purchase.

This study aims to determine the effect of customer satisfaction on customer trust and loyalty to increase repurchase interest.

Data collection techniques in this study, conducted by using questionnaires or questionnaires, while the method used in this study is to use descriptive method causal with the type of quantitative approach. Population in this research is consumer or user of ecommerce site Lazada.co.id in Bandung City. The sampling technique used in this study used the maximum likelihood estimation (MLE) estimation model of 200 respondents, while the data analysis technique used was structural equation modeling (SEM) with the help of Lisrel 8.7 software.

Based on the results of data processing, it can be seen that Customer Satisfaction has a significant influence on Trust, Loyalty and Repurchase because t_{count} is greater than t_{table} . Belief variables also have a significant influence on Loyalty and Repurchase variables because t_{count} is bigger than t_{table} . While on Loyalty variable do not have significant influence to variable Repurchase because t_{count} smaller than t_{table} .

Based on the results of the study, to increase customer loyalty then the website should Lazada.co.id facilitated access and improved site convenience and to improve Repurchase, then Lazada should provide the best for customers ranging from incoming service questions to delivery of orders.

Keywords: E-commerce, Customer Satisfaction, Trustworthiness, Customer Loyalty and Repurchase Interest