# ABSTRACT

The accretion of internet users in Indonesia affects to the online shopping growth in Indonesia. The existence of internet itself and its technology impacts to online business greatly which have changed the concept of traditional commerce into electronic commerce or e-commerce. One of e-commerce unicorns in Indonesia is Tokopedia. The decreasing the number of visitor Tokopedia website affects customer to repurchase.

The purpose of this research is to analyze factors affecting repurchase intention through Tokopedia website quality. A research model adopted from Delone model through website dimensions (System Quality, Service Quality, and Information Quality).

The data was collected through online survey and earned 630 respondents who already used more than three times. All data collected have fulfilled for the validity and reliability criteria. In order to test the hypothesis, this research uses Structural Equation Modelling (SEM) with SmartPLS 3.0 as the statistical software.

The result of this research declared that there are four factors which are sytem quality factor accessibility, information quality factor variety, service quality factor quickness, and service quality factor receptiveness that affects repurchase intention. In terms of moderating factor, user income influence Utilitarian Shopping Value towards Customer Satisfaction. The proposed model can predict strongly the Repurchase Intention toward Tokopedia website quality since the $R^2$ is 69.8%

This research has the most significant factor from proposed model that affects customer repurchase intention on Tokopedia website is information quality factor variety. It means that Tokopedia website should have diverse information and understandable user interface in order to engage more customers.

**Keyword :** Tokopedia.com, repurchase intention, website quality.