

## ABSTRACT

*LinkAja is an electronic financial service provider that offers convenience in carrying out shopping transactions and daily necessities. Currently, LinkAja has penetrated into the online transportation sector. However, there are many problems that consumers feel when using the LinkAja application service, related to services that are not good enough and mistakes often occur when making transactions. This is supported by the results of the pre-survey which indicated that there were problems with the LinkAja application. If it is left unchecked, it can affect LinkAja consumer repurchase interest. So it is necessary to do research to find out how the influence of E-Service Quality on LinkAja consumer repurchase intention.*

*This research uses descriptive quantitative research methods and simple regression analysis. Sampling was carried out by non-probability sampling and purposive sampling methods, with the number of respondents in this study were 100 LinkAja application users. The data analysis method used in this research is descriptive analysis processed with SPSS version 24. Based on the descriptive results it is known that E-Service Quality and Repurchase Interest are in the good category with values of 78.45% and 75.50%.*

*The results obtained from this study through the t table test is more than t count, thus the Service Quality variable has a significant effect on the dependent variable Repurchase Interest. Based on the results of hypothesis testing, E-Service Quality has a significant effect on LinkAja consumer repurchase intention. The coefficient of determination test results showed that the value of R Square has an effect of 68.4%. While the remaining 31.6% is influenced by other variables not examined in this study such as the e-satisfaction variable.*

**Keywords:** *E-Service Quality, Repurchase Intention, Marketing*