

ABSTRACT

Increasing business in the field of e-commerce (electronic commerce) in Indonesia is increasingly developing, which makes e-commerce companies compete to provide quality products so that they can create consumer satisfaction which can affect repurchase intention.

This study aims to determine the effect of trust, e-commerce component and product evaluation components on repurchase intention in Zalora Indonesia. E-commerce component involves the perception of not risky variables, perceived benefits, web reputation, as well as the evaluation of product quality involves perceived value, product quality, perceived competitive price variables.

The method used to test the causal-quantitative relationship of the variables that make up the structural model equation uses empirical data taken through a survey with five likert scales. Convenience sampling with a non-probability sampling technique has been using to obtain a sample of 272 respondents through an online questionnaire via a google form from Zalora Indonesia users.

Firstly hypothesis testing is implemented after the data collected is tested for validity and reliability and continue checked by testing the model fit of the model, all testing is carried out using the SmartPLS 3.2.9 software.

Keyword: *E-commerce, Repurchase Intention, SEM, TAM, Product evaluation*