

ABSTRACT

This study was conducted to determine the effect of E-Service Quality on the ReUse Interest of Bukalapak users in West Java Province. This study aims to find out and analyze how Bukalapak users respond to E-Service Quality in Bukalapak, how users' Repurchase Interests at Bukalapak, the magnitude of the effect of Bukalapak's E-Service Quality on Bukalapak users' ReUse Interests in West Java Province.

This research uses quantitative method with descriptive research type. The sampling technique was carried out using a non-probability sampling method with purposive sampling type, with a total of 400 respondents. The data analysis technique used is descriptive analysis and simple regression analysis.

Based on the results of the partial hypothesis test (t test) it was found that the E-Service Quality variable of Bukalapak had a significant positive effect on the Buying Interest of Bukalapak consumers in West Java Province. This is evidenced by hypothesis testing showing that the E-Service Quality (X) variable has a value of tcount (19.225) > ttable (1.962) and a significance level of 0.000 < 0.05. Based on the coefficient of determination, it is found that the effect of the E-Service Quality (X) variable on the Repurchase Interest (Y) is 48.1%.

The conclusion of this study, the influence of Bukalapak's E-Service Quality is in the Fairly Good Category, and has a significant positive effect on the ReUse Interest of Bukalapak users in West Java Province.

Keywords: *E-Service Quality, Reuse Interest, Repurchase Interest*