

ABSTRACT

Sociolla is one of the e-commerce sites in Indonesia that specifically sells beauty products, with the largest number of web visitors that any other similar e-commerce. From the level of web visits, it can contribute to customer repurchase interest activities, where Sociolla has a good repurchase interest. This can be affected by the post-purchase experience which includes customer service, shipping, tracking and returns. Where customer service and logistic services owned by Sociolla need to be improved again. Because by improving the quality of service will create customer satisfaction. That customer satisfaction results from the evaluation of post-purchase customers by responding effectively to making the entire purchase. This study aims to determine the effect of post-purchase experience on repurchase interest through customer satisfaction as an intervening variable.

This research uses descriptive and causal quantitative research methods. The population in this study were Sociolla consumers who have shopped online and are interested in shopping again at the Sociolla website, whose number is not known with certainty. The sample in this study were 100 respondents who have the criteria for having shopped and are interested in shopping again at Sociolla. The technique for determining the number of samples uses the Bernoulli formula. Sources of research data consist of primary and secondary data. Data collection techniques consisted of questionnaires, literature and journals. Data analysis was performed by path analysis and sobel test.

The results showed that the post-purchase experience (X) variable had a significant effect on customer satisfaction (Z) by 65,4%, the customer satisfaction variable (Z) had a significant effect on repurchase interest (Y) by 63,7%, the post-purchase variable partially purchase experience (X) does not have a significant effect on repurchase interest (Y) and the post-purchase experience variable (X) has a significant effect on repurchase interest (Y) through customer satisfaction (Z) of 57,39%. From the research, suggestion for companies to improve post-purchase experience in terms of shipping by building a relationship at one of the shipping services in Indonesia in order to provide better delivery services.

Keywords: Post-Purchase Experience, Customer Satisfaction, Repurchase Interest.