

ABSTRACT

This research is motivated by problems related to the very few JD.id site enthusiasts in Indonesia because JD.id is still considered an e-Commerce with complicated operational levels and limited choices and less competitive prices. This shows that these problems can occur because of the trust and satisfaction that arise in the users of the JD.id e-Commerce site. The purpose of this study was to determine and analyze the effect of trust and satisfaction simultaneously and partially on the repurchase intention of users of the JD.id e-Commerce site.

This research uses quantitative method with descriptive research type. Sampling was done by non-probability sampling method using the Slovin formula, with a total of 100 respondents. The data analysis technique used is descriptive analysis and multiple linear regression analysis.

The results of this study obtained from descriptive analysis showed that trust and satisfaction were in the very good category with a score of 85% & 86%. While the results of multiple linear regression analysis show that simultaneously the trust and satisfaction variables have a significant effect on repurchase interest with a value of $F_{count} > F_{table}$ ($39.263 > 3.090$) and a significance level of $0.000 < 0.05$. Partially the trust variable has no effect on repurchase interest because the value of $t_{count} < t_{table}$ ($1.817 < 1.984$) and a significance level of $0.072 > 0.05$, while the satisfaction variable partially has a significant effect on repurchase interest with a value of $t_{count} > t_{table}$ ($5.449 > 1.984$) and a significance level of $0.000 < 0.05$. This means that the repurchase intention of JD.id users is only influenced by the satisfaction factor of the users themselves compared to the trust that is built.

Keywords: Trust, Satisfaction, Repurchase Interest, e-Commerce JD.id.