

ABSTRACT

Technological developments in the digital era are growing rapidly, with an important role played by technology in people's daily activities, including online shopping activities. The high number of e-commerce activities and the high level of visits to e-commerce sites represent the level of competition in the e-commerce industry and the high interest in buying on e-commerce platforms. Bukalapak has experienced a significant decline, namely Bukalapak's monthly site visits which have continued to decline significantly since the first quarter of 2019.

This study aims to determine the effect of E-Service Quality on E-Repurchase Intention mediated by E-Consumer Satisfaction in Bukalapak E-Commerce.

This type of research is quantitative research using descriptive analysis. The total number of respondents used in this study was 100 sample with the criteria of having made a purchase at Bukalapak at least once. The sampling technique used is non-probability sampling with purposive sampling and a Likert scale. The data analysis used is PLS (Partial Least Square) using SmartPLS 3.0 software

The results state that E-Service Quality (X) has a positive and significant influence on E-Repurchase Intention (Y). E-Service Quality (X) has a positive and significant influence on E-Consumer Satisfaction (Z). E-Consumer Satisfaction (Z) has a positive and significant influence on E-Repurchase Intention (Y). E-Service Quality (X) has a positive and significant influence on E-Repurchase Intention (Y) through E-Consumer Satisfaction (Z).

After the research was carried out, several suggestions were given to Bukalapak to continue to improve the E-Service Quality and E-Consumer Satisfaction variables by increasing guarantees for data protection and consumer transactions. Bukalapak also needs to provide training to customer service to be more responsive in providing information to consumers when the application is experiencing problems, and Bukalapak also needs to make better navigation and UI/UX and involve consumers in trial and error for testing.

Keyword: *E-Service Quality, E-Consumer Satisfaction, E-Repurchase Intention*