

ABSTRACT

Shopee mobile application users both as sellers and as buyers, there are still many comments that this application is unsatisfactory, especially on supporting features such as goods sent by sellers that are not as ordered, the process of returning goods, payment features, order tracking, applications that like errors , images that don't appear, as well as promo vouchers that can't be used and many other reasons. There are bad reviews about sellers or shops selling at Shopee, causing e-trust and people's Perceived Value to shop at Shopee to decrease and they don't want to make repurchases (Repurchase Intention).

This study aims to determine whether there is a relationship between E-Customer Satisfaction, E-Trust and Perceived Value moderated by Prior Online Experience on Repurchase Intention of Ecommerce Shopee Users.

The phenomenon in this study used a quantitative descriptive method with data collection techniques using a questionnaire with a Likert scale and processed using SMART PLS. The number of respondents in this study were 400 respondents using the Shopee Indonesia application.

The results of this study are expected to show whether there is a relationship between E-Customer Satisfaction, E-Trust and Perceived Value moderated by Prior Online Experience on Repurchase Intention of Ecommerce Shopee Users.

Keywords: *E-Customer Satisfaction, E-Trust, Perceived Value, Repurchase Intention, Shopee.*