

## ABSTRACT

*The increasing popularity of online shopping in Indonesia makes competition in the e-commerce industry inevitable. Tokopedia is one of the leading e-commerce companies in Indonesia. Due to intense competition, Tokopedia has experienced a decline in the number of visits from year to year. The impact of this negative decline can be seen in the decreased number of transactions and income, as well as the numerous negative user reviews about Tokopedia. Not only that, Tokopedia also faced a data leak in May 2020. The problems experienced by Tokopedia reflect that the quality of Tokopedia's services still needs to be improved, and these improvements are the key to increasing user satisfaction, trust, and behavior in the future.*

*This research aims to see the effect of e-service quality on repurchase intention, e-WOM, and site revisit on the Tokopedia e-commerce website, with e-satisfaction and e-trust as intervening variables.*

*This study applies a quantitative method with descriptive and causal objectives. The survey with an online questionnaire was distributed to 385 respondents who were Tokopedia website users from all over Indonesia who had made a purchase transaction through the Tokopedia website at least three times within six months, made a review on social media after making a transaction through the Tokopedia website, and were aged 18–55 years. The sampling technique applied was purposive sampling, while the data analysis technique used structural equation modeling with the help of SmartPLS 4 software.*

*The results indicate that e-service quality has a positive and significant effect on e-satisfaction, e-trust, repurchase intention, e-WOM, and site revisit. Furthermore, e-satisfaction has a positive and significant effect on repurchase intention, e-WOM, and site revisit. Then, e-trust has a positive and significant effect on e-satisfaction, repurchase intention, e-WOM, and site revisit. Furthermore, e-satisfaction and e-trust can mediate the effect of e-service quality on repurchase intention, e-WOM, and site revisit.*

*Based on the results, it is recommended that Tokopedia increase delivery speed by optimizing the logistics process and working with reliable delivery partners. In addition, provide detailed product descriptions, display accurate photos, and provide clear and easy-to-understand warranty and refund policies. Tokopedia also needs to provide features that are not yet available on its website and ensure that the website is quickly accessible and always available. Then Tokopedia needs to provide fast handling of consumer problems through various communication channels and conduct regular evaluations of service quality for continuous improvement.*

**Keyword:** *E-Service Quality, E-Satisfaction, E-Trust, Repurchase Intention, E-WOM, Site Revisit*