ABSTRACT

Nowadays, human lifestyle is significantly influenced by the rapid advancement of technology and the digital era. Technological advancement and the transformation of the digital world change the way consumers provide what they need. There is a striking change in purchasing patterns, where consumers now tend to make online transactions. This change in pattern makes consumer behavior dependent on the selection of network providers to support it.

The purpose of this study is to determine whether E-Service Quality has a significant and positive effect on E-Satisfaction in myIM3 application users, to determine whether E-Trust has a significant and positive effect on E-Satisfaction in myIM3 application users and to determine whether E-Satisfaction has a significant and positive effect on Repurchase Intention in myIM3 application users

The method used is quantitative with an online questionnaire. Data analysis was carried out using Structural Equation Modeling (SEM) based on variance, namely "Partial Least Square (PLS) using SmartPLS software.

The results of the study show that E-Service Quality has a significant and positive effect on E-Satisfaction of myIM3 application users, E-Trust has a significant and positive effect on E-Satisfaction of myIM3 application users and E-Satisfaction has a significantand positive effect on Repurchase Intention of myIM3 application users.

The suggestion in this study is expected to include screening questions for users of the my IM3 application at least three times to find out the user experience, so that the results obtained are more accurate. In addition, it is expected to create additional variables such as user experience, pricing with other providers to get more comprehensive results. Because this study only uses e-service quality, trust, and e-satisfaction variables. It is expected that with these additional variables, further research can be more advanced and comprehensive.

Keywords: *E-Satisfaction, E-Service Quality, E-Trust, myIM3, Repurchase Intention*