THE EFFECT OF CUSTOMER EXPERIENCE TOWARD REPURCHASE INTENTION THROUGH CUSTOMER SATISFACTION ON SHOPEE E-COMMERCE

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Abstract

By using a qualitative method, this research aims to analyze and prove the direct effect of customer experience and customer satisfaction towards repurchase intention, as well as the indirect effect of customer experience towards repurchase intention through customer satisfaction. The population used for this research is the users of e-commerce Shopee in Jakarta with the total sample of 100 respondents. This research used non-probability sampling technique which is purposive sampling and the data collection was disseminated by google form through the social media community. Using index number of descriptive analysis technique along with partial least square as the inferential analysis technique by using Smart PLS 3.3.3 analysis tool, the result shows that customer experience and customer satisfaction have a significant effect towards repurchase intention, while on the other hand customer experience have an indirect significant effect towards repurchase intention through customer satisfaction.

Keywords: Repurchase Intention, Customer Experience, Shopee, Customer Satisfaction.

PENGARUH *CUSTOMER EXPERIENCE* TERHADAP *REPURCHASE INTENTION* MELALUI KEPUASAN PELANGGAN PADA *E-COMMERCE* SHOPEE

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Abstrak

Penelitian ini merupakan penelitian kualitatif yang memiliki tujuan untuk menganalisa dan membuktikan pengaruh langsung *customer experience* dan kepuasan pelanggan terhadap *repurchase intention,* serta hubungan tidak lansung *customer experience* terhadap *repurchase intention* melalui kepuasan pelanggan. Populasi pada penelitian ini adalah pengguna *e-commerce* Shopee di Jakarta dengan jumlah sampel sebanyak 100 responden. Teknik Sampling yang digunakan *non probability sampling* yaitu *purposive sampling*. Pengumpulan data pada penelitian ini menggunakan *google form* yang disebarkan melalui grup komunitas di media sosial. Penelitian ini menggunakan teknik analisis deskriptif yaitu angka indeks dan teknik analisis inferensial menggunakan *partial least square* dengan alat analisis Smart PLS 3.3.2. Hasil yang didapatkan menunjukan bahwa *customer experience* dan kepuasan pelanggan berpengaruh secara signifikan terhadap *repurchase intention*. *Customer experience* secara tidak langsung memiliki pengaruh signifikan terhadap *repurchase intention* melalui kepuasan pelanggan.

Kata kunci: *Repurchase Intention*, *Customer Experience, E-commerce*, Shopee, Kepuasan Pelanggan.