THE INFLUENCE OF E-SERVICE QUALITY, PERCEIVED EASE OF USE, AND E-WOM ON REPURCHASE INTENTION IN E-COMMERCE

By **Neysa Sabita Maheswari**

Abstract

This study adopts a quantitative approach to examine, analyze, and validate the impact of e-Service Quality, Perceived Ease of Use, and Electronic Word of Mouth (e-WOM) on Repurchase Intention. The population comprised all active users of e-commerce platforms in the Jabodetabek region. A total of 200 respondents were selected as the sample using a non-probability sampling method with purposive sampling. In this study, data were collected by distributing online questionnaires via Google Form. The analysis was conducted using the Partial Least Squares (PLS) method with SmartPLS version 4. The findings reveal that (1) e-Service Quality exerts a positive and significant influence on Repurchase Intention, (2) Perceived Ease of Use has a positive and significant impact on Repurchase Intention, and (3) Electronic Word of Mouth (e-WOM) positively and significantly affects Repurchase Intention.

Keywords: *e-Commerce, e-Service Quality, Perceived Ease of Use, Electronic Word of Mouth (e-WOM), Repurchase Intention.*

PENGARUH E-SERVICE QUALITY, PERCEIVED EASE OF USE, DAN E-WOM TERHADAP REPURCHASE INTENTION PADA E-COMMERCE

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Abstrak

Penelitian ini menggunakan pendekatan kuantitatif dengan tujuan untuk mengevaluasi, menganalisis, dan menguji pengaruh *e-Service Quality, Perceived Ease of Use,* serta *Electronic Word of Mouth (e-WOM)* terhadap *Repurchase Intention*. Populasi yang menjadi sasaran penelitian ini mencakup seluruh pengguna aktif *platform e-commerce* di wilayah Jabodetabek. Sampel penelitian ini terdiri dari 200 responden yang dipilih menggunakan teknik *non-probability sampling* dengan metode *purposive sampling*. Data dihimpun melalui kuesioner *online* yang disebarkan menggunakan Google Form. Teknik analisis yang digunakan adalah metode analisis *Partial Least Square* (PLS) dengan *software* SmartPLS versi 4. Hasil penelitian ini menunjukkan bahwa (1) *e-Service Quality* berpengaruh positif dan signifikan terhadap *Repurchase Intention*, (2) *Perceived Ease of Use* berpengaruh positif dan signifikan terhadap *Repurchase Intention*, dan (3) *Electronic Word of Mouth* (e-WOM) berpengaruh positif dan signifikan terhadap *Repurchase Intention*.

Kata Kunci: *e-Commerce, e-Service Quality, Perceived Ease of Use, Electronic Word of Mouth* (e-WOM), *Repurchase Intention.*