

ABSTRACT

Online transport service providers create applications with various features for the convenience of its consumers. Each application has its own characteristic which is the environment where consumers make transactions, which will then be called E-Servicescape in this study.

This research aims to find out how much dimensions of E-Servicescape influence the consumer trust and repurchase intention. The research object is GO-FOOD service on GO-JEK application. The scope of research is limited to GO-FOOD users in Jabodetabek. The sample of this study is 400 respondents who have made purchases of products through GO-FOOD, obtained with purposive sampling technique.

The variables used in this study are based on three dimensions of E-Servicescape, namely: Aesthetic Appeal, Layout and Functionality, and Financial Security. These variables are tested to identify whether the variable affects consumer trust that leads to Repurchase Intention. Data analysis techniques used in this study are Structural Equation Modeling (SEM), Path Analysis, and Confirmatory Factor Analysis (CFA).

All hypotheses are supported and positively proved throughout this study. Aesthetic Appeal, Layout and Functionality, and Financial Aesthetic significantly and positively affect the Trust and it is known that Trust has a significant positive impact on Repurchase Intention. The result of this study might be beneficial to the website and mobile application developers and for further research in the same field.

Keyword: e-servicescape, mobile application, trust, repurchase intention, food delivery service.