

ABSTRACT

The research purpose was to investigate the influence of perception of the online shop consumer on satisfaction and repurchase intention. Online survey was administered to Undergraduate Student of Telkom University and the result was 100 valid respondents. SmartPLS 3 used to conduct Partial Least Square – Structural Equation Modeling.

The results show that satisfaction significantly affect repurchase intention on online shop. In turn, online shop appearance/display and popularity have positively affect satisfaction significantly, and will indirectly affect repurchase intention on online shop. Therefore, the online shop owner should keep their website display quality by refreshing display or appearance or with newly added feature that useful to consumer. Then building the popularity to be more preferred and user become more loyal.

Keyword: *Consumer behavior, Online Shop, Perception, Repurchase Intention, Satisfaction*