# ABSTRACT

Increasing business in the field of e-commerce (electronic commerce) in Indonesia is getting bigger which makes the companies competing to provide good quality of the service and products, above all else, is determining factor of customer satisfactions which leads to repurchase intention of customer. Therefore, the objective of this paper is identifying the effects of Perceived Value $(X_1)$, E-Trust $(X_2)$ and E-Lifestyle $(X_3)$ to Repurchase Intention (Y) through Customer Satisfaction (Z) as intervening variable for Tokopedia customers in Jakarta. This paper using quantitative method with descriptive and causal approach with non-probability sampling (accidental sampling) of 260 respondents. This paper use Desriptive Analysis and SEM analysis to analyze the data with SmartPLS 3.0. Descriptive analysis shows "good category" on Perceived Value, E-Trust, E-Lifestyle, and  Customer Satisfaction and "great category" for Repurchase Intention. Meanwhile PLS analysis shows that Perceived Value, E-Trust, E-Lifestyle has positively significance effects on Repurchase Intention through Customer Satisfaction through Customer Satisfaction (Z) as intervening variable for Tokopedia customers in Jakarta.

Keywords: Perceived Value, E-Trust, E-Lifestyle, Customer Satisfaction, Repurchase Intention