

ABSTRACT

Blanja.com as a provider of electronic commerce services (e-commerce) as the results of the joint venture between PT Telekomunikasi Indonesia and the world's big marketplace Ebay have entered the online retail business battle arena since 2015. However, according to the data obtained in this research, there are problems with sales where there was a decrease in transactions by 83%, resulting in a decrease in revenue up to 95%. %. In this regard, it is necessary to conduct research on the customer experience that affects repurchase intention with purchase transactions as moderation on the website of Blanja.com

This research will measure customer perceptions of the Customer Experience variables with dimensions Usability, Interaction with the company, Customization, Network effects, Trust, Product & Price, Reliability, Communication, and Aesthetics and its influence on Repurchase Intention with purchase transactions as moderation through the website of Blanja.com.

The data collection method was carried out using nonprobability sampling form distributing questionnaires via email blast to 1000 Blanja.com's customers who have the experience of making purchase transactions between 1 to 3 times or more. From the distributed questionnaires, obtained 445 valid questionnaires. Data processing using Smart PLS 3.0.

From this research it is known that quality of Customer Experience and Repurchase Intention Blanja.com is well perceived by respondents. Partially the dimensions of Product & Price, Communication, Interaction With The Company, Reliability, Aesthetics, and Trust has a significant effect on Repurchase Intention. While the dimensions Customization, Network effects, and Usability does not have a significant effect on Repurchase Intention. Meanwhile, collectively, all dimensions in the Customer Experience variable have a significant effect on Repurchase Intention. The frequency of purchase transactions affects (as moderation) the effect of the dimensions of Product & Price, Reliability, and Trust on Repurchase Intention.

Research proves that the dimension which has the strongest influence on Repurchase Intention is Product & Price, but in a survey on that dimension, Blanja.com is considered to lack of a broad and attractive promotion. So this research suggests that Blanja.com be more aggressive in promoting for optimizing its brand awareness through effective omni media communication, building promotional synergies for 118 BUMN partners and the Telkom Group to increase traffic, customer loyalty and revenue. Develop single hub to deliver experience based product content with a focus on competitive product & price tactics.

Keywords: *E-Commerce; Customer Experience; Repurchase Intention; Blanja.com*