

ABSTRACT

This research was conducted to determine the effect of E-Service Quality on E-Consumer Satisfaction which has an impact on Repurchase Intention. The purpose of this research is to describe how the E-Service Quality built by E-Commerce Bukalapak affects E-Consumer Satisfaction which will have an impact on Bukalapak's E-commerce Repurchase Intention.

This research uses quantitative methods with descriptive analysis. Sampling of non probability sampling used in this study was 150 people. The data analysis technique used descriptive analysis and PLS-SEM analysis through SmartPLS 3.0 software.

Based on the results of descriptive analysis, the variables E-Service Quality and E-Consumer Satisfaction are in the fairly good category. And the Repurchase Intention variable is in a bad category. SEM-PLS results show that E-Service Quality and E-Consumer Satisfaction have a significant effect, E-Service Quality and Repurchase Intention have a significant effect, E—Consumer Satisfaction and Repurchase Intention have a significant effect and the relationship between E-Service Quality, E-Consumer Satisfaction and Repurchase Intention has a significant effect.

Keywords: *E-Service Quality, E-Consumer Satisfaction, Repurchase Intention*