

ABSTRACT

The Covid-19 pandemic has increased the number of e-commerce users. Judging from developments before and during the increasing pandemic, e-commerce platforms have increased, one of which is Shopee e-commerce. Consumers will use Shopee if the desired product matches the expected price perception and is followed by a sense of trust given to the chosen platform.

The purpose of this study is to analyze the variables that influence repurchase intention at e-commerce Shopee during the covid-19 pandemic. In this study, price perception and trust are used as factors in influencing student repurchase intention at Shopee e-commerce during the Covid 19 pandemic.

This research was conducted using a questionnaire data collection technique and the sampling technique in this study was the accidental sampling technique. The research method used to achieve the goal is a quantitative method with multiple linear regression analysis. The selected respondents criteria are Shopee e-commerce users. In this study using SPSS version 24 software in order to help process and analyze data in research.

The results of the research based on multiple regression analysis for the price perception variable have a regression coefficient value of 0.548, and the confidence variable has a regression coefficient value of 0.304. Price perception and trust variables have a positive and significant effect on buying interest. However, the price perception variable is the biggest increase in buying interest.

Keywords: e-commerce, price perception, trust, repurchase intentions