

ABSTRACT

In today's digital era, the development of information technology, especially the internet, has changed the way businesses operate and interact with consumers. the use of the internet in business not only provides convenience in accessing information, but also creates new values that did not exist in previous business models. This study uses quantitative methods with five variables, namely Ease of use, user interface attractiveness, perceived value, user engagement and repurchase intention. Respondents in the study totalled 400 people who had used the Gojek application at least once or more in less than the last 6 months. Data collection using a questionnaire distributed via Google form. Furthermore, data processing using SmartPLS 4.0 software. Based on the results obtained, it is known that Ease of Use has a negative effect on Perceived Value. User Interface Attractiveness has an effect on Perceived Value. Perceived Value variable has a negative effect on User Engagement. The User Engagement variable has a negative effect on Repurchase Intention. Perceived Value on Repurchase Intention through User Engagement is not significant. With a t-count value that is smaller than the t-table, it means that the mediation relationship by User Engagement is not strong enough. Based on the research results, Gojek is expected to maintain a good user interface and focus on perceived value to increase Repurchase Intention. Furthermore, paying attention to user engagement, it is known that positive experiences can encourage consistent repurchase interest, create a positive impact and improve service quality.

Keyword: *Ease Of Use, User Interface Attractiveness, Perceived Value, User Engagement, Repurchase Intention, Gojek.*