

ABSTRAK

Tujuan dari penelitian ini adalah untuk membuktikan secara empiris bahwa *e-security*, *e-service quality* dan *e-trust* berpengaruh terhadap *repurchase intention* dengan *e-satisfaction* sebagai variabel mediasi pada konsumen *marketplace* di Indonesia. Populasi penelitian ini adalah semua pengguna *marketplace* di Indonesia, dengan jumlah sampel penelitian sebanyak 140 responden. Jenis data yang digunakan adalah data primer yang diperoleh langsung dari jawaban kuesioner yang dibagikan kepada responden penelitian. Data hasil penelitian dianalisis menggunakan analisis SEM.

Hasil penelitian menunjukkan bahwa: 1) Keamanan elektronik berpengaruh terhadap kepuasan elektronik konsumen *marketplace* di Indonesia, 2) Keamanan elektronik berpengaruh terhadap niat beli ulang konsumen *marketplace* di Indonesia, 3) Kualitas pelayanan elektronik berpengaruh terhadap kepuasan elektronik konsumen *marketplace* di Indonesia, 4) Kualitas pelayanan elektronik tidak berpengaruh terhadap niat beli konsumen *marketplace* di Indonesia, 5) Kepercayaan elektronik berpengaruh terhadap kepuasan elektronik konsumen *marketplace* di Indonesia, 6) Kepercayaan elektronik berpengaruh terhadap niat beli ulang konsumen *marketplace* di Indonesia, 7) Kepuasan elektronik berpengaruh terhadap niat beli ulang konsumen *marketplace* di Indonesia, 8) Kepuasan elektronik tidak memediasi pengaruh keamanan elektronik terhadap niat beli ulang konsumen *marketplace* di Indonesia, 9) Kepuasan elektronik memediasi pengaruh kualitas pelayanan elektronik terhadap niat beli ulang konsumen *marketplace* di Indonesia, dan 10) Kepuasan elektronik memediasi pengaruh kepercayaan elektronik terhadap niat beli ulang konsumen *marketplace* di Indonesia.

Kata Kunci: *e-security*, *e-service quality*, *e-trust*, *e-satisfaction*, *repurchase intention* konsumen *marketplace*

ABSTRACT

The purpose of this research is to prove empirically that e-security, e-service quality and e-trust have affect to repurchase intention with e-satisfaction as mediasi variable at Indonesians marketplace consumers. Population of this research are all indonesians marketplace users, and research sample was 140 respondent. Type data that using is primary data which collect by responden answer from questioner brought them. Data result of the research been analyze by SEM analysis.

The result of this research shown that: 1) e-security affected to e-satisfaction Indonesians marketplace consumers, 2) e-security affected to repurchase intention Indonesians marketplace consumers, 3) e-service quality affected to e-satisfaction Indonesians marketplace consumers, 4) e-service quality not affected to repurchase intention Indonesians marketplace consumers, 5) e-trust affected to e-satisfaction Indonesians marketplace consumers, 6) e-trust affected to repurchase intention Indonesians marketplace consumers, 7) e-satisfaction affected to repurchase intention Indonesians marketplace consumers, 8) e-satisfaction not mediating affected e-security to repurchase intention Indonesians marketplace consumers, 9) e-satisfaction mediating affected e-service quality to repurchase intention Indonesians marketplace consumers, 10) e-satisfaction mediating affected e-trust to repurchase intention Indonesians marketplace consumers,

Key Words: *e-security, e-service quality, e-trust, e-satisfaction, repurchase intention marketplace customer*