

## ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh *customer experience* dan *e-service quality* terhadap *repurchase intention* pada pelanggan *e-commerce* Lazada di Kota Bandung. Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis seberapa besar pengaruh variabel *customer experience* (pengalaman pelanggan) dan *e-service quality* (kualitas pelayanan elektronik) terhadap *repurchase intention* (minat pembelian ulang) pada pelanggan *e-commerce* Lazada di Kota Bandung secara parsial (sebagian) maupun secara simultan (korelasi ganda).

Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan jenis penelitian asosiatif. Pengambilan sampel dilakukan dengan metode *probability sampling* jenis *simple random sampling*, dengan jumlah responden sebanyak 97 orang. Teknik analisis data yang digunakan adalah analisis statistik inferensial *Structural Equation Model-Partial Least Square* (SEM-PLS)

Berdasarkan hasil pengujian secara parsial, variabel (X1) *customer experience* dan variabel (X2) *e-service quality* berpengaruh positif signifikan terhadap variabel (Y) *repurchase intention*. Adapun hasil pengujian secara simultan *customer experience* dan *e-service quality* berpengaruh positif signifikan terhadap *repurchase intention* dengan nilai  $F_{hitung}$  lebih besar dari pada  $F_{tabel}$  ( $123,135 > 3,09$ ) dan tingkat signifikansi ( $0,000 < 0,05$ ) dengan tingkat perhitungan uji hipotesis koefisien determinasi (*R-Square*) yang didapatkan yaitu sebesar 72,2 %. Hal tersebut menjelaskan bahwa, besarnya pengaruh dari *customer experience* dan *e-service quality* terhadap *repurchase intention* pelanggan *e-commerce* Lazada di Kota Bandung yaitu sebesar 72,2% dan sisanya sebesar 27,8% dipengaruhi oleh faktor-faktor lain yang tidak diteliti dalam penelitian ini.

Kesimpulan penelitian ini adalah faktor pengalaman pelanggan dan kualitas pelayanan elektronik berpengaruh terhadap minat pembelian ulang pelanggan yang akan meningkatkan profit perusahaan.

**Kata Kunci :** *Customer Experience, E-Service Quality, Repurchase Intention.*

## **ABSTRACT**

*This research was conducted to determine the effect of customer experience and e-service quality on repurchase intention of Lazada e-commerce customers in Bandung. The purpose of this study was to determine and analyze how much influence the variables of customer experience (customer experience) and e-service quality (electronic service quality) on repurchase intention (re-purchase interest) on Lazada e-commerce customers in Bandung city partially ) or simultaneously (multiple correlation).*

*The research method used is a quantitative approach with associative research type. Sampling was done by using probability sampling method, simple random sampling, with the number of respondents as many as 97 people. The data analysis technique used is the inferential statistical analysis of Structural Equation Model-Partial Least Square (SEM-PLS).*

*Based on the partial test results, variable (X1) customer experience and variable (X2) e-service quality have a significant positive effect on the variable (Y) repurchase intention. The simultaneous test results of customer experience and e-service quality have a significant positive effect on repurchase intention with a value of F count greater than F table ( $123.135 > 3.09$ ) and a significance level ( $0.000 < 0.05$ ) with the calculation level of the coefficient hypothesis test. determination (R-Square) which is obtained is equal to 72.2%. This explains that, the magnitude of the influence of customer experience and e-service quality on the repurchase intention of Lazada e-commerce customers in Bandung is 72.2% and the remaining 27.8% is influenced by other factors not examined in the study. this.*

*The conclusion of this study is that customer experience and electronic service quality factors affect customer repurchase interest which will increase company profits.*

**Keywords :** *Customer Experience, E-Service Quality, Repurchase Intention*