

PENGARUH WEBSITE DESIGN QUALITY DAN KUALITAS JASA TERHADAP
REPURCHASE INTENTION PELANGGAN BUKALAPAK.COM: VARIABEL
TRUST SEBAGAI VARIABEL MEDIASI

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This research was conducted in order to assess the direct and indirect effect of website design quality and service quality toward consumers' repurchase intention, both directly and indirectly through trust in the Indonesian e-commerce industry. This research implemented survey method, in which questionnaire were distributed to a total of 270 respondents, in which a total of 227 questionnaires had been deemed usable, thus enabling the data to be analyzed. Data were collected from respondents originated from three cities in the Indonesian regions, which are Jakarta, Bandung, and Tangerang. Data were analyzed using partial least squares-structural equation modeling (PLS-SEM) method using SmartPLS 3.2.7 software. Based on the results of the data analysis, it was revealed that both website design quality and service quality had a positive impact on Indonesian consumers' repurchase intention, both directly or indirectly. Furthermore, trust partially mediated the impact between website design quality, service quality, and repurchase intention.

Keywords website design quality; service quality; trust; repurchase intention: e-commerce industry: Indonesia