

ABSTRAK

Penelitian ini dikaji untuk memperoleh hasil analisis serta identifikasi dari pengaruh *perception security* terhadap *satisfaction*, *web quality* terhadap *satisfaction*, *perception security* terhadap *online repurchase intention*, *web quality* terhadap *online repurchase intention* dan *satisfaction* terhadap *online repurchase intention*. Populasi pada studi ini adalah seluruh pengguna toko *online* (*e-commerce*) Bukalapak di seluruh wilayah kabupaten Pati. Sampel pada studi ini berjumlah 100 responden yang diambil berdasarkan kriteria-kriteria yang telah ditentukan peneliti. Hasil analisis studi mendapatkan konklusi bahwa *perception security* berpengaruh positif dan signifikan terhadap *satisfaction*. *Web quality* berpengaruh positif dan signifikan terhadap *satisfaction*. *Perception security* berpengaruh positif dan signifikan terhadap *online repurchase intention*. *Web quality* berpengaruh positif dan signifikan terhadap *online repurchase intention*. *Satisfaction* berpengaruh positif dan signifikan terhadap *online repurchase intention* dan variabel *satisfaction* atau kepuasan terbukti mampu memediasi pengaruh tidak langsung antara *perception security* dan *web quality* terhadap minat beli kembali konsumen pada *e-commerce* Bukalapak.

Kata Kunci: *Perception security*, *Web quality*, *Satisfaction*, *Online repurchase intention*



ABSTRACT

This study was studied to obtain analysis results and identification of the effect of perception security on satisfaction, web quality on satisfaction, perception security on online repurchase intention, web quality on online repurchase intention and satisfaction with online repurchase intention. The population in this study were all users of Bukalapak's online shop (e-commerce) in all areas of Pati district. The sample in this study amounted to 100 respondents who were drawn based on the criteria determined by the researcher. The results of the study analysis concluded that perception security has a positive and significant effect on satisfaction. Web quality has a positive and significant effect on satisfaction. Perception security has a positive and significant effect on online repurchase intention. Web quality has a positive and significant effect on online repurchase intention. Satisfaction has a positive and significant effect on online repurchase intention and the satisfaction variable was proven to be able to mediate the indirect effect between perception security and web quality on consumer repurchase interest in Bukalapak e-commerce.

Keywords: Perception security, Web quality, Satisfaction, Online repurchase intention

