

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *expectation confirmation* dan *perceived ease of use* terhadap *repurchase intention* melalui *customer satisfaction* pada pembelian produk fashion di Shopee. Penelitian ini menggunakan pendekatan kuantitatif. Populasi dalam penelitian ini adalah mahasiswa aktif Universitas Trunodjoyo Madura yang pernah melakukan pembelian produk fashion melalui Shopee minimal satu kali dalam enam bulan terakhir. Teknik pengambilan sampel menggunakan *non probability sampling* dengan metode *purposive sampling* sehingga diperoleh sampel sebanyak 140 responden. Instrumen penelitian menggunakan kuesioner dengan skala Likert. Teknik analisis data menggunakan *Partial Least Squares Structural Equation Modeling* (PLS-SEM) dengan bantuan software SmartPLS versi 4.0. Hasil penelitian menunjukkan bahwa (1) *expectation confirmation* tidak berpengaruh signifikan terhadap *repurchase intention*, (2) *perceived ease of use* tidak berpengaruh signifikan terhadap *repurchase intention*, (3) *expectation confirmation* berpengaruh signifikan terhadap *customer satisfaction*, (4) *perceived ease of use* berpengaruh signifikan terhadap *customer satisfaction*, (5) *customer satisfaction* berpengaruh signifikan terhadap *repurchase intention*, (6) *expectation confirmation* berpengaruh signifikan terhadap *repurchase intention* melalui *customer satisfaction*, dan (7) *perceived ease of use* berpengaruh signifikan terhadap *repurchase intention* melalui *customer satisfaction*.

Kata Kunci: *Expectation Confirmation, Perceived Ease of Use, Customer Satisfaction, Repurchase Intention, Shopee*

ABSTRACT

This study aims to examine the influence of expectation confirmation and perceived ease of use on repurchase intention through customer satisfaction in the purchase of fashion products on Shopee. This study employs a quantitative approach. The population consists of current students at Trunodjoyo University of Madura who have purchased fashion products via Shopee at least once in the past six months. The sampling technique use non-probability sampling with a purposive sampling method, resulting in a sample of 140 respondents. The research instrument used a questionnaire with a Likert scale. Data analysis employed Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS software version 4.0. The results of the study indicate that (1) expectation confirmation does not have a significant effect on repurchase intention, (2) perceived ease of use does not have a significant effect on repurchase intention, (3) expectation confirmation has a significant effect on customer satisfaction, (4) perceived ease of use has a significant effect on customer satisfaction, (5) customer satisfaction has a significant effect on repurchase intention, (6) expectation confirmation has a significant effect on repurchase intention through customer satisfaction, and (7) perceived ease of use has a significant effect on repurchase intention through customer satisfaction.

Keywords: *Expectation Confirmation, Perceived Ease of Use, Customer Satisfaction, Repurchase Intention, Shopee*