

**Pengaruh *Website Quality* Dan *User Experience* Terhadap *E-Repurchase Intention* Melalui *E-Trust* Sebagai Variabel Mediasi
(Studi Kasus Mahasiswa Pengguna Lazada Di FEB
Universitas Negeri Padang)**

SKRIPSI



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**PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
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FACULTY OF ECONOMICS AND BUSINESS

BAITURRAHMAH UNIVERSITY

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The Influence of Website Quality and User Experience on E-Repurchase Intention Through E-Trust as a Mediating Variable (Case Study of Lazada User Students at FEB Padang State University)

Xiv + 146 pages + 41 tables + 4 figures + 9 appendices

ABSTRACT

This research aims to determine the influence of website quality and user experience on e-repurchase intention through e-trust as a mediating variable (case study of student users of Lazada at FEB, Padang State University). The sampling technique used purposive sampling technique, using the Lemeshow formula so that a sample of 96 people was obtained.

Research data collection techniques through questionnaires with a Likert scale. The data analysis technique used in this research is using the Structural Equation Model (SEM), Based on the results of calculations using the Partial Least Square (PLS) research tool. The results of research from testing data that has carried out direct influence show that (1) Website Quality has no significant influence on E-Trust, (2) User Experience has a significant influence on E-Trust. Research results on (3) Website Quality has a significant effect on E-Repurchase Intention. (4) User Experience has no significant effect on E-Repurchase Intention. (5) E-Trust has no significant effect on E-Repurchase Intention. And indirect testing shows (6) Website Quality has no significant effect on E-Repurchase Intention after being mediated by the E-Trust variable and (7) User Experience has no significant effect on E-Repurchase Intention through E-Trust.

This means that the Website quality and User Experience variables can explain the e-trust(Z) variable of Lazada user students at FEB Padang State University by 52.7%, the remaining 47.3% is influenced by other variables not observed in this research. Furthermore, the website quality and User Experience variables can also explain the e-repurchase intention (Y) variable of Lazada user students at FEB Padang State University amounting to 5.7%, the remaining variance of 94.3% is influenced by other variables not observed in this research.

Keywords : Website Quality, User Experience, E-Repurchase Intention and E-Trust

Reading list : 31 (2019-2023)

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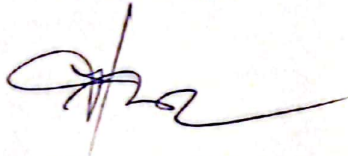
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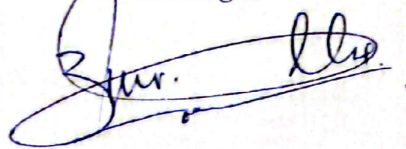
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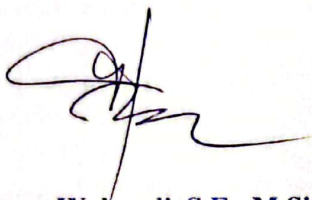
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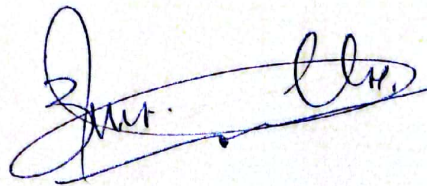
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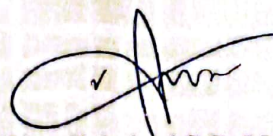
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