

**“PENGARUH *E-SERVICE QUALITY* DAN *PERCEIVED ENJOYMENT* TERHADAP *REPURCHASE INTENTION*
(Survei pada konsumen Lazada di Kota Bandung)”**

ABSTRAK

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Perkembangan internet telah merubah pola hidup masyarakat dari *offline* ke *online* pada kebanyakan aktivitas, tentu hal ini tidak bisa lepas dari penggunaan teknologi berbasis digital yang menjadi kebutuhan pokok bagi setiap orang. Adanya transformasi digital manusia dituntut untuk mengikuti gaya hidup serba modern salah satunya dengan penggunaan layanan *online* yang praktis dan efisien seperti Lazada. Lazada Indonesia merupakan pelopor *e-commerce* di beberapa negara berkembang tercepat di dunia yang menyediakan pengalaman belanja *online* yang cepat, aman dan mudah dengan berbagai macam item dalam kategori. Penelitian ini bertujuan untuk mengetahui gambaran serta pengaruh *e-service quality* dan *perceived enjoyment* terhadap *repurchase intention* pada konsumen Lazada secara parsial dan simultan. Metode yang digunakan dalam penelitian ini adalah deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi yang digunakan yaitu pengguna Lazada yang dilihat dari *reviewers* aplikasi Lazada di *appstore*. Penyebaran kuesioner kepada sampel dengan menggunakan teknik *non-probability sampling* yaitu *purposive sampling* yang diambil didasarkan pada perhitungan rumus slovin sebanyak 100 responden dengan kriteria berusia 17-35 tahun yang menggunakan aplikasi Lazada dan berdomisili di Kota Bandung. Berdasarkan penyebaran data diperoleh bahwa bahwa *e-service quality*, *perceived enjoyment* dan *repurchase intention* berada di kategori baik. Berdasarkan hasil uji determinasi diperoleh bahwa *e-service quality* berpengaruh sebesar 29,2% terhadap *repurchase intention*, *perceived enjoyment* berpengaruh sebesar 10,9% terhadap *repurchase intention*, *e-service quality* dan *perceived enjoyment* berpengaruh sebesar 30,6% terhadap *repurchase intention*. Hasil penelitian menunjukkan bahwa secara parsial *e-service quality* berpengaruh signifikan terhadap *repurchase intention* dengan uji hipotesis diperoleh nilai $t\text{-hitung} = 5,493 > 1,984$ $t\text{-tabel}$. *perceived enjoyment* berpengaruh signifikan terhadap *repurchase intention* dengan uji hipotesis diperoleh nilai $t\text{-hitung} = 2,026 > 1,984$ $t\text{-tabel}$. Hasil penelitian menunjukkan bahwa secara simultan *e-service quality* dan *perceived enjoyment* berpengaruh signifikan terhadap *repurchase intention* dengan uji hipotesis diperoleh nilai $f\text{-hitung} = 22,864 > 3,09$ $f\text{-tabel}$.

Kata Kunci: *E-Service Quality*, *Perceived Enjoyment*, *Repurchase Intention*, *E-Commerce* Lazada.

**“THE INFLUENCE OF E-SERVICE QUALITY AND
PERCEIVED ENJOYMENT ON REPURCHASE INTENTION
(Survey on Lazada consumers in Bandung City)”**

ABSTRACT

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The development of the internet has changed people's lifestyles from offline to online in most activities, of course, this cannot be separated from the use of digital-based technology which is a basic need for everyone. The existence of human digital transformation is required to follow a modern lifestyle, one of which is the use of practical and efficient online services such as Lazada. Lazada Indonesia is a pioneer of e-commerce in some of the fastest developing countries in the world providing a fast, secure and easy online shopping experience with a wide variety of items in the category. This study aims to determine the description and effect of e-service quality and perceived enjoyment on repurchase intention in Lazada consumers partially and simultaneously. The method used in this study is descriptive and verifiative with a quantitative approach. The population used is Lazada users seen from Lazada application reviewers in the appstore. The distribution of questionnaires to samples using non-probability sampling techniques, namely purposive sampling taken is based on the calculation of the slovin formula as many as 100 respondents with criteria aged 17-35 years who use the Lazada application and are domiciled in Bandung City. Based on the results of the study, it was found that e-service quality is in the good category, perceived enjoyment is in good theory and repurchase intention is in the good category. Based on the results of the determination test, it was found that e-service quality had an effect of 29.2% on repurchase intention, perceived enjoyment had an effect of 10.9% on repurchase intention, e-service quality and perceived enjoyment had an effect of 30.6% on repurchase intention. The results showed that partially e-service quality had a significant effect on repurchase intention with a hypothesis test obtained t-count values of $5.493 > 1.984$ t-tables. Perceived enjoyment has a significant effect on repurchase intention with a hypothesis test obtained by Nilati t-count $2.026 > 1.984$ t-table. The results showed that simultaneously e-service quality and perceived enjoyment had a significant effect on repurchase intention with a hypothesis test obtained f-count values of $22.864 > 3.09$ f-tables.

Keywords: E-Service Quality, Perceived Enjoyment, Repurchase Intention, E-commerce Lazada.