

## **ABSTRACT**

*Title : The Effect of E-Trust and Customer Experience on Repurchase Intention Through Satisfaction on Zalora Online Sites (guided by Abdurrahman)*

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*Study program : Business Management*

*This study aims to determine the effect of E-Trust and Customer Experience on Repurchase Intention Through Satisfaction as an intervening variable on consumers on the Zalora online site in Rawa Belong, West Jakarta. The independent variable consists of E-Trust and Customer Experience, the dependent variable consists of Repurchase Intention and the intervening variable consists of Satisfaction. This research was conducted on Zalora online site consumers engaged in online sales / e-commerce located in Rawa Belong, West Jakarta, which has made purchases 3-4 times. In this study aims to find out what affects consumer repurchases on the Zalora online site. The sample used was 135 respondents. The sampling technique uses accidental sampling method with research techniques in the form of Path Analysis analysis.*

*The results of this study indicate that E-Trust and Customer Experience influence Satisfaction on Zalora's online site. E-Trust and Customer Experience influence Repurchase Intention. E-Trust and Customer Experience have a positive but not significant effect on Repurchase Intention through Satisfaction.*

***Keywords: E-Trust, Customer Experience, Repurchase Intention, Satisfaction***