

**PENGARUH *E-SERVICESCAPE* TERHADAP *E-REPURCHASE*
INTENTION MELALUI *E-SATISFACTION*
(Survei terhadap Pengguna Aplikasi *E-Commerce Fashion* di Indonesia)**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang Sarjana
Pendidikan Program Studi Pendidikan Bisnis



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Wafa Agnia
NIM. 2101124**

**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2025**

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Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis

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Universitas Pendidikan Indonesia
Januari 2025

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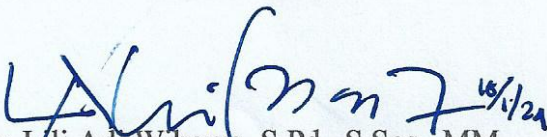
LEMBAR PENGESAHAN

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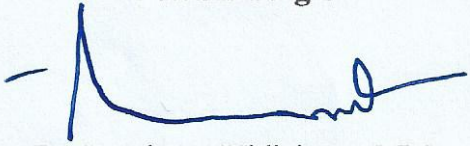
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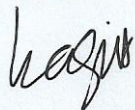
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ABSTRAK

Wafa Agnia (2101124) “**Pengaruh *E-Servicescape* terhadap *E-Repurchase Intention* melalui *E-Satisfaction* (Survei terhadap Pengguna Aplikasi *E-Commerce Fashion* di Indonesia)**” di bawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., MM. dan Dr. Bambang Widjajanta, MM.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *e-servicescape* terhadap *e-repurchase intention* melalui *e-satisfaction* pada pengguna aplikasi *e-commerce fashion*. Penelitian ini menggunakan jenis penelitian deskriptif dan verifikatif dengan pendekatan kuantitatif. Metode penelitian yang digunakan pada penelitian ini adalah *explanatory survey* dan teknik pengambilan sampel adalah *simple random sampling* dengan ukuran sampel sebanyak 349 responden. Data diolah secara statistik menggunakan metode *Structural Equation Modelling* (SEM). Hasil penelitian ini menemukan bahwa gambaran *e-servicescape*, *e-satisfaction*, dan *e-repurchase intention* berada pada kategori sedang. *E-servicescape* memiliki pengaruh positif dan signifikan terhadap *e-repurchase intention* melalui *e-satisfaction*. Temuan ini menunjukkan bahwa pengaruh tidak langsung *e-servicescape* memperoleh besaran pengaruh yang lebih rendah terhadap *e-repurchase intention*, dibandingkan pengaruh langsung. Berdasarkan hasil penelitian, peneliti merekomendasikan agar aplikasi *e-commerce fashion* mempertahankan dan meningkatkan performa layanan *e-servicescape* agar dapat meningkatkan jumlah pelanggan yang bertahan menggunakan aplikasi *e-commerce fashion* dalam melakukan pembelian produk *fashion*.

Kata kunci: *E-servicescape*, *e-satisfaction*, *e-repurchase intention*

ABSTRACT

Wafa Agnia (2101124) "***The Influence of E-Servicescape on E-Repurchase Intention through E-Satisfaction (A Survey on Fashion E-Commerce Application Users in Indonesia)***" under the guidance of Dr. Lili Adi Wibowo, S.Pd., S.Sos., MM. and Dr. Bambang Widjajanta, MM.

This research aims to obtain an overview and the influence of e-servicescape on e-repurchase intention through e-satisfaction among users of fashion e-commerce applications. Employing a descriptive and verificative study with a quantitative approach, this research utilizes an explanatory survey method with a simple random sampling technique, involving 349 respondents. Data is statistically processed using the Structural Equation Modeling (SEM). The findings indicate that the levels of e-servicescape, e-satisfaction, and e-repurchase intention fall within the moderate category. E-servicescape has a positive and significant influence on e-repurchase intention through e-satisfaction. These results show that the indirect effect of e-servicescape on e-repurchase intention is lower than its direct effect. Based on the findings, researchers recommend that fashion e-commerce applications maintain and enhance the performance of e-servicescape services to increase the number of customers who continue using the platform for purchasing fashion products.

Keywords: E-servicescape, e-satisfaction, e-repurchase intention

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Wafa Agnia

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