

Peran Etika Bisnis dalam Peningkatan E-WOM, E-Trust dan E-Satisfaction untuk Meningkatkan Repurchase Intention

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Abstract

This study aims to test and analyze the factors that influence repurchase intention involving the variables of electronic word of mouth (e-WOM), e-trust, and e-satisfaction. The object of this research is students in Indonesia who have made transactions in the shopee marketplace. Multiple linear regression is the analytical technique used to test the effect of independent variables on the dependent variable. After 203 samples were tested, it was found that e-satisfaction had a positive and significant impact. Meanwhile, e-WOM and e-trust has a positive and insignificant influence.

Keywords : repurchase intention, e-wom, e-satisfaction, e-trust, shopee

Date: January 18, 2024

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Arih Jannati¹, Mahirun², Wenty Ayu Sunarjo³
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Thank you very much for your submission to our journal. We Are Pleased to inform you that your paper entitled:

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has been reviewed and accepted for publication in Vol. 5 Issue 1, January 2024 of the **Entrepreneur Jurnal Bisnis Manajemen dan Kewirausahaan**. The article will be available online at Journal Website address <http://ejournal.unma.ac.id/index.php/entrepreneur>.

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