

**THE IMPACT OF E-SERVICE AND E-RECOVERY TOWARD
REPURCHASE INTENTION MEDIATED BY CUSTOMER LOYALTY
A STUDY OF ITEMKU E-COMMERCE**

Thesis

Presented as Partial Fulfillment of Requirements for the Degree of Sarjana

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UNIVERSITAS ATMA JAYA YOGYAKARTA

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Letter of Statement

AUTHENTICITY ACKNOWLEDGEMENT

I, Ryan Setyarso, hereby declare that I compiled the thesis with the following title:

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Yogyakarta, 11th July 2022

The Author



Ryan Setyarso

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Thanks to Almighty God who has given His blessing for making the author able to finish this research. This thesis is desired to fulfil the academic requirements in completion of Bachelor study of International Business Management Program Universitas Atma Jaya Yogyakarta. The title that is proposed is:

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The writer realizes that the writing of this thesis is still far from being perfect. The author accepts all criticism, suggestions, and input that will develop this study. The author hopes that this thesis could positively contribute to the reader and other parties.

Yogyakarta, 11th July 2022

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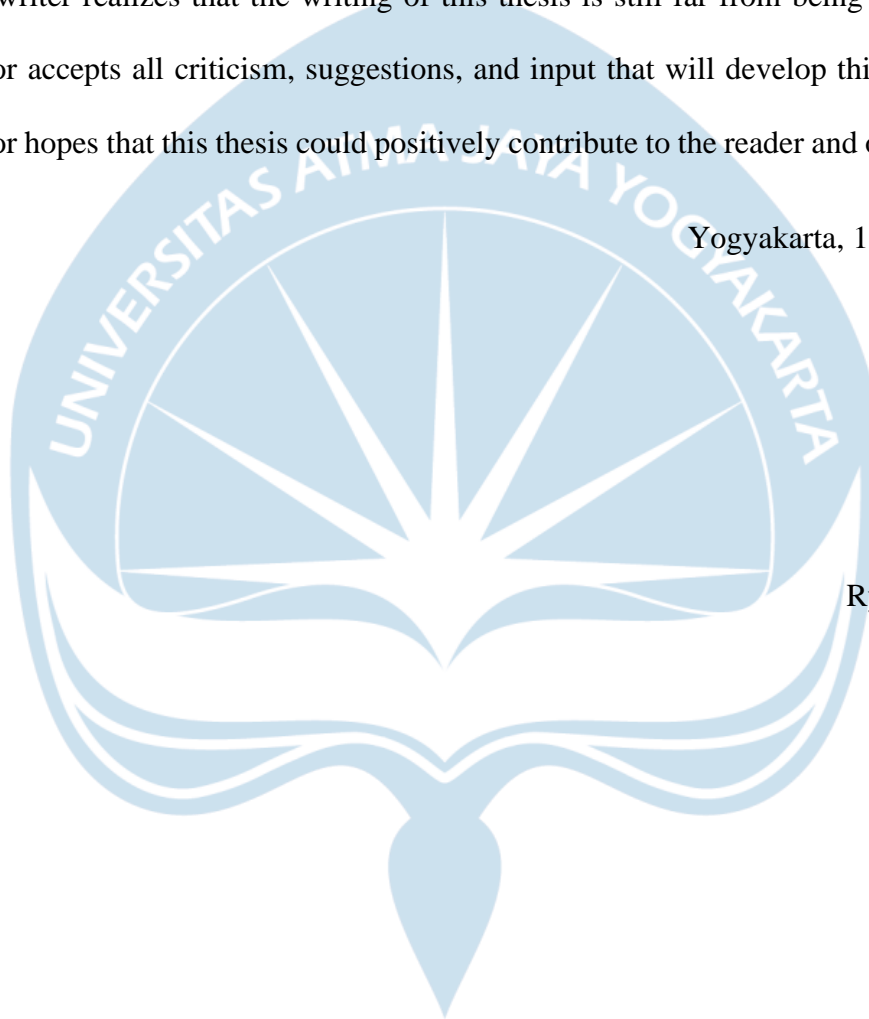


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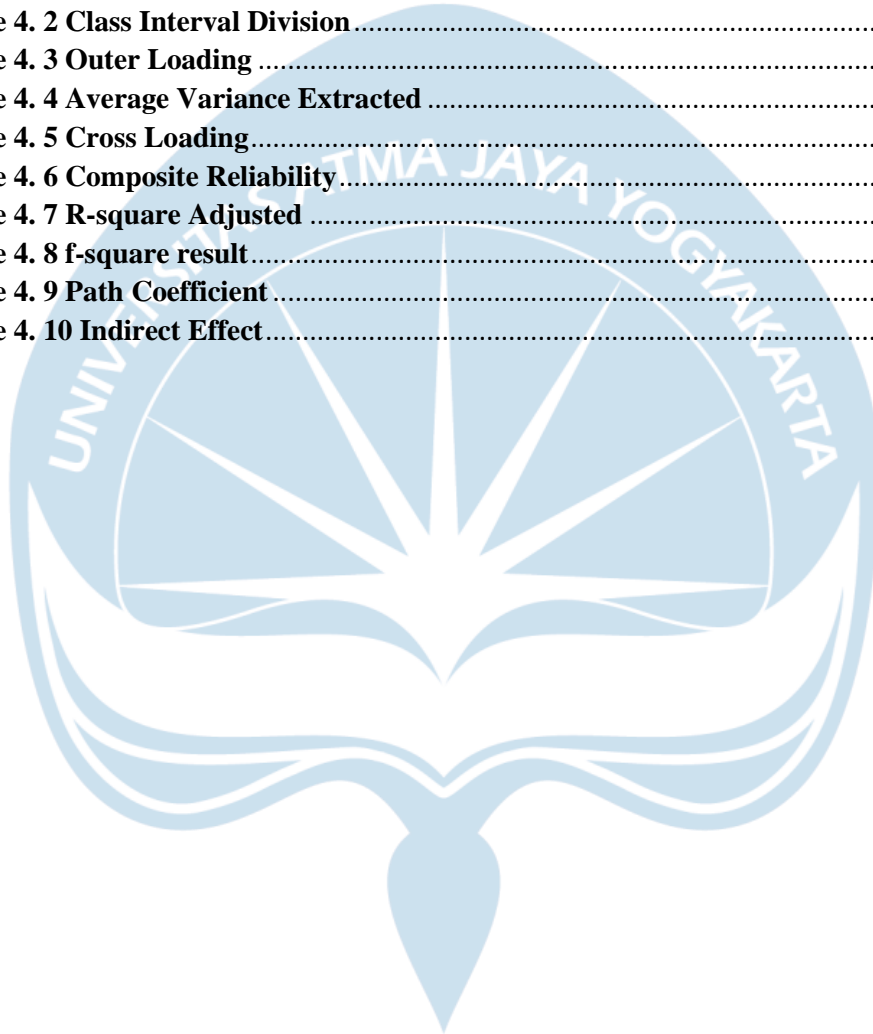
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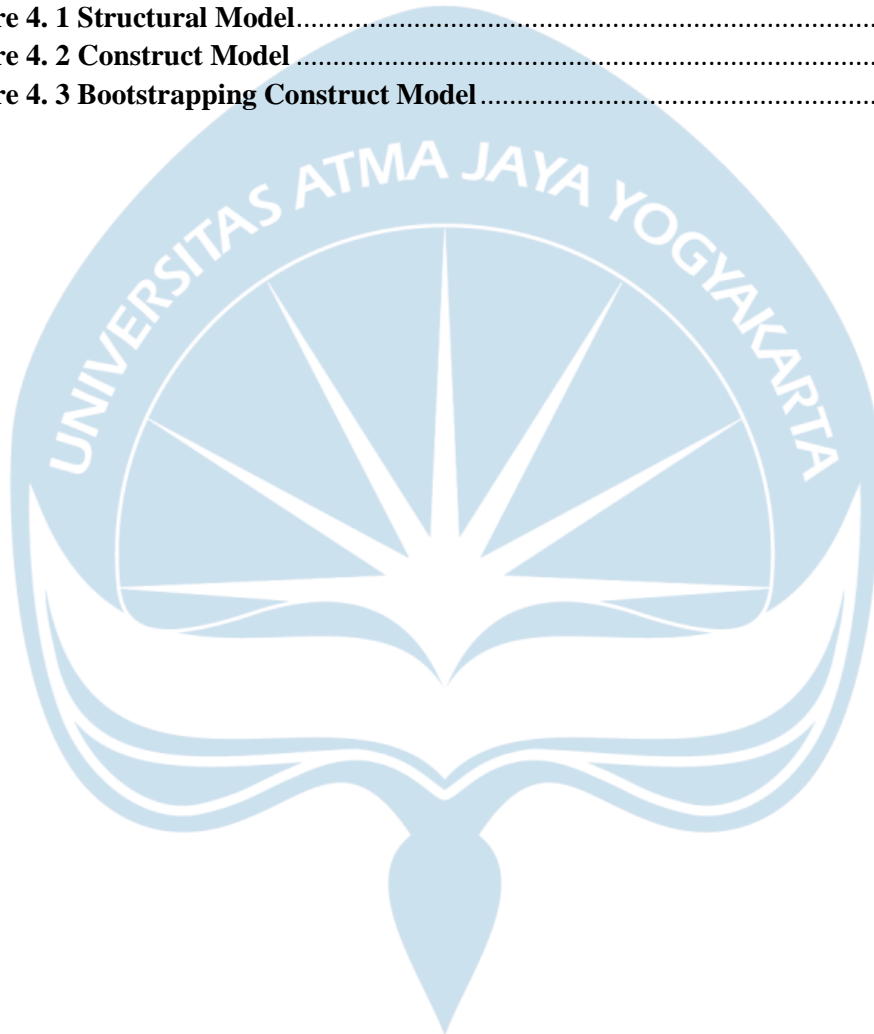
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ABSTRACT

The purpose of this study is to determine whether there is an effect of e-service quality and e-recovery on repurchase intention in Itemku e-commerce using customer loyalty as a mediating variable. This research was conducted from June 12, 2022, to June 19, 2022. The survey method was conducted using a Likert scale. The population is Itemku application users who have made a purchase at least once in the last five months. The researcher distributed 137 questionnaires to the majority respondents using purposive sampling method. Data analysis techniques using software SmartPLS version 3.2.9 PLS (Partial Least Square) with structural equation analysis (SEM). The results of the study show that the variables of e-service quality and e-recovery which are mediated by customer loyalty have an effect on repurchase intention.

Keyword: E-Service Quality, E-Recovery, Customer Loyalty, Repurchase Intention