

## **ABSTRACT**

*The growth of the internet facilitates all human activities, especially in buying and selling transaction. This requires the company to improve the advantages of company. The purpose of this was to determine the effect of ease of shopping convenience and e-service quality on consumer satisfaction and its impact on repurchase intention on Lazada online shopping. The research method used is descriptive and verification with a sample size of 250 respondents. The sampling method uses nonprobability with quota sampling technique, the data analysis method using path analysis, multiple correlations analysis, and coefficient of determination analysis. The results showed that Lazada online shopping was not easy to use, service quality was not good, and consumers were perceived as dissatisfied and had not satisfied and consumers have no desire to repurchase. The direct effect between shopping convenience and e-service quality on repurchase interest is bigger than the indirect effect, that means that customer satisfaction does not mediate between the independent variable and the dependent variable.*

*Keywords: Ease of shopping, e-service quality, customer satisfaction, repurchase interest*