

## **ABSTRACT**

*This research was conducted based on data on the growth of e-commerce in Indonesia, but there was a decrease in the number of e-commerce users Lazada.co.id as a provider of electronic trading services. The results showed that there was a positive and significant influence between shopping experience, price, and electronic service quality on repurchase intention of Lazada.co.id e-commerce consumers at Nyengseret, Bandung City, either simultaneously or partially. The research method used is descriptive and verification with a sample size of 90 respondents. The data analysis method used is multiple linear regression analysis, multiple correlation, hypothesis testing and the coefficient of determination.*

*The results of this study indicate that the variables of shopping experience, price, electronic service quality, and repurchase intention are in the unfavorable category. Partially the magnitude of the influence of shopping experience on repurchase intention is 25.8%, the price on repurchase intention is 24.2% and the quality of electronic services on repurchase intention is 10.6%, so that the shopping experience, price, and service quality influence electronics on consumer repurchase intention simultaneously at 60.7%.*

***Keywords: shopping experience, price, electronic service quality, repurchase intention***