

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Perceived Ease of Use* (Persepsi Kemudahan) dan *Trust* (Kepercayaan) terhadap *Repurchase Intention* (Minat Beli Ulang) pada pengguna *E-Commerce* Blibli, baik secara parsial maupun simultan. Populasi dalam penelitian ini adalah Generasi Z di Kota Bandung. Metode penelitian yang digunakan adalah deskriptif dan verifikatif dengan pendekatan kuantitatif. Jumlah sampel ditentukan sebesar 100 responden menggunakan rumus Slovin dengan tingkat kesalahan 10%. Teknik pengambilan sampel menggunakan *non-probability sampling* dengan metode *purposive sampling*. Teknik pengumpulan data dilakukan melalui observasi, wawancara, studi kepustakaan, dan penyebaran kuesioner. Analisis data menggunakan *Method of Successive Interval* (MSI), regresi linier berganda, korelasi berganda, koefisien determinasi, serta uji hipotesis (Uji F dan Uji t). Hasil penelitian menunjukkan bahwa secara deskriptif, tanggapan responden terhadap variabel *Perceived Ease of Use* berada pada kategori baik, variabel *Trust* berada pada kategori baik, dan variabel *Repurchase Intention* berada pada kategori baik. Hasil analisis verifikatif membuktikan bahwa *Perceived Ease of Use* berpengaruh positif dan signifikan terhadap *Repurchase Intention*. Demikian pula, *Trust* berpengaruh positif dan signifikan terhadap *Repurchase Intention*. Secara simultan (bersama-sama), *Perceived Ease of Use* dan *Trust* memberikan pengaruh sebesar 54,6% terhadap *Repurchase Intention*, sedangkan sisanya 45,4% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: *Perceived Ease of Use*, *Trust*, *Repurchase Intention*, Blibli, Generasi Z.

ABSTRACT

This study aims to determine the influence of Perceived Ease of Use and Trust on Repurchase Intention among Blibli E-Commerce users, both partially and simultaneously. The population of this study is Generation Z in Bandung City. The research method used is descriptive and verifikative with a quantitative approach. The sample size was determined to be 100 respondents using the Slovin formula with a 10% margin of error. The sampling technique employed non-probability sampling using a purposive sampling method. Data collection techniques included observation, interviews, literature review, and questionnaire distribution. Data analysis utilized the Method of Successive Interval (MSI), multiple linear regression, multiple correlation, coefficient of determination, and hypothesis testing (F-test and t-test). The results show that descriptively, respondents' responses to the Perceived Ease of Use variable are in the good category, the Trust variable is in the good category, and the Repurchase Intention variable is in the good category. The verifikative analysis proves that Perceived Ease of Use has a positive and significant effect on Repurchase Intention. Similarly, Trust has a positive and significant effect on Repurchase Intention. Simultaneously, Perceived Ease of Use and Trust contribute 54.6% to Repurchase Intention, while the remaining 45.4% is influenced by other variables not examined in this study.

Keywords: *Perceived Ease of Use, Trust, Repurchase Intention, Blibli, Generation Z.*