

ABSTRACT

Dzaky Muhamad Zaenal Mutaqin, 2024, "THE INFLUENCE OF PERCEIVED SERVICE QUALITY AND E-TRUST ON REPURCHASE INTENTION (CASE STUDY ON ALFAGIFT CONSUMER)". Management Study Program, Faculty of Economics and Business, Siliwangi University.

This study aims to determine and analyze the relationship of perceived service quality to repurchase intention through e-trust with a case study of Alfamart consumers who use the Alfacift application in 2024. The research method uses a descriptive quantitative method using a questionnaire survey method of 130 respondents who are sampled using purposive sampling technique on consumers who use the Alfacift application. The results showed that the relationship between perceived service quality and E-trust was 12.323 with a probability of 0.001, thus it can be seen that perceived service quality has a positive and significant effect on E-trust because the C.R. value is $\geq \pm 1.96$ and the probability value is < 0.05 . While the relationship between E-trust and repurchase intention is 10.369 with a probability of 0.001, thus it can be seen that E-trust has a positive and significant effect on repurchase intention because the C.R. value is $\geq \pm 1.96$ and the probability value is < 0.05 . Further research can add consumer retention variables, consumer references, and product trials outside the line as dependent variables which are influenced by consumer trust formed through perceived quality.

Keywords: *E-trust, Perceived Service Quality, Repurchase Intention*