

*THE EFFECT OF SATISFACTION ON THE SHOPEE PAY LATER
FEATURES ON CONSUMER'S REPURCHASE INTEREST IN SHOPEE E-
COMMERCE PRODUCTS*

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Abstract

Today, people's shopping activities are shifting using internet technology or also known as online shopping which can be accessed through digital applications known as e-commerce. According to Lai (2014), the rapid development of technology, communication, and information and e-commerce allows buyers to buy products and services online. The purpose of this study was to determine the effect of satisfaction on the shopee pay later feature on consumer repurchase interest in shopee e-commerce products. This study uses a positivik paradigm with a quantitative approach to the survey method. The sampling method is using purposive sampling method. The theory used in this research is SOR Theory. The test stages carried out are: validity test, reliability test, normality test, simple linear regression analysis test, T test, correlation test and coefficient of determination. The data used in this study using a questionnaire instrument, and valid data collected as many as 255 respondents. The test tool used is SPSS 25. The results of this study indicate that the Shopee Pay Later feature has an effect on repurchase interest in Shopee e-commerce products among Generation Z Youth in Bogor City.

Keywords: Shopee Pay Later, Repurchase Interest, Consumers