

ABSTRAK
**PENGARUH KUALITAS SITUS *WEBSITE*, KEPERCAYAAN,
GAMIFIKASI, TERHADAP MINAT PEMBELIAN ULANG
PADA *MARKETPLACE* SHOPEE**

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Penelitian ini bertujuan untuk mengetahui: (1) Kualitas *website*, kepercayaan konsumen, gamifikasi secara simultan berpengaruh terhadap minat beli ulang pada *marketplace* Shopee, (2) Kualitas *website* secara parsial berpengaruh terhadap minat beli ulang pada *marketplace* Shopee, (3) Kepercayaan secara parsial berpengaruh terhadap minat beli ulang pada *marketplace* Shopee, (4) Gamifikasi secara parsial berpengaruh terhadap minat beli ulang pada *marketplace* Shopee. Sedangkan Populasi dalam penelitian ini adalah seluruh pengguna Shopee di Wilayah Kota Yogyakarta. Sampel yang diambil sebanyak 96 responden. Teknik pengambilan sampel yang digunakan adalah *Non Probability sampling* dengan kriteria responden yaitu Mahasiswa Yogyakarta yang sudah pernah melakukan pembelian dan main game di aplikasi Shopee lebih dari satu kali. Analisis data menggunakan SPSS 20. Hasil penelitian menunjukkan bahwa: (1) Kualitas situs *website*, kepercayaan, gamifikasi secara simultan berpengaruh signifikan terhadap minat beli ulang, (2) Kualitas situs *website* secara parsial tidak berpengaruh signifikan terhadap minat beli ulang, (3) Kepercayaan secara parsial berpengaruh signifikan terhadap minat beli ulang, (4) Gamifikasi secara parsial berpengaruh signifikan terhadap minat beli ulang.

Kata Kunci: Kualitas Situs *Website*, Kepercayaan, Gamifikasi, Minat Pembelian Ulang

ABSTRACT
THE INFLUENCE OF WEBSITE QUALITY, TRUST,
GAMIFICATION ON REPURCHASE INTEREST IN MARKETPLACE
SHOPEE

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This study aims to determine if: (1) Website quality, consumer trust, gamification simultaneously influence repurchase interest on the Shopee marketplace, (2) Website quality partially influences repurchase intention on the Shopee marketplace, (3) Consumer trust partial influences repurchase intention on the Shopee marketplace, (4) Gamification partially influences repurchase intention on the Shopee marketplace. The population in this study were all Shopee users in Yogyakarta City Region. The samples taken were 96 respondents. The sampling technique used is Non-Probability sampling, with the respondent criteria being Yogyakarta students who have made purchases and played games on the Shopee application more than once. Data analysis used SPSS 20. The results showed that: (1) Website quality, trust, gamification simultaneously had a significant influence on repurchase intention, (2) Website quality did not have a significant influence on repurchase intention, (3) Trust partially had a significant influence on repurchase intention, (4) Gamification partially had a significant influence on repurchase intention.

Keywords: Website Quality, Trust, Gamification, Repurchase Intention