

ABSTRAK

PENGARUH *E-SERVICE QUALITY*, *E-WOM* DAN PENGUNAAN *E-WALLET* TERHADAP MINAT BELI ULANG DI LOKAPASAR PADA MAHASISWA PENDIDIKAN EKONOMI UNIVERSITAS SANATA DHARMA

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Penelitian ini bertujuan untuk menganalisis pengaruh *e-service quality*, *E-WOM* (*electronic word of mouth*), dan penggunaan *e-wallet* terhadap minat beli ulang di lokapasar *Shopee* pada mahasiswa Pendidikan Ekonomi Universitas Sanata Dharma.

Penelitian ini merupakan penelitian eksplanatori yang dilaksanakan di Program Studi Pendidikan Ekonomi, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sanata Dharma, Yogyakarta pada bulan Mei hingga Juni 2026. Populasi dalam penelitian ini merupakan mahasiswa Program Studi Pendidikan Ekonomi BKK Pendidikan Ekonomi dan BKK Pendidikan Akuntansi angkatan 2022–2025 yang berjumlah 245 mahasiswa. Namun, jumlah populasi yang memenuhi kriteria penelitian tidak diketahui secara pasti. Sampel terdiri dari 110 responden yang ditentukan dengan perhitungan menggunakan rumus Lemeshow. Teknik pengambilan sampel dengan menggunakan *Purposive Sampling*. Pengumpulan data dengan menggunakan kuesioner dengan bantuan *Google Form*. Data dianalisis menggunakan regresi linear berganda.

Hasil analisis data menunjukkan bahwa: (1) *e-service quality*, *E-WOM*, dan penggunaan *e-wallet* dapat menjadi prediktor bagi minat beli ulang di lokapasar *Shopee* pada mahasiswa Pendidikan Ekonomi Universitas Sanata Dharma; (2) *e-service quality* berpengaruh positif terhadap minat beli ulang di lokapasar *Shopee* pada mahasiswa Pendidikan Ekonomi Universitas Sanata Dharma; (3) *E-WOM* berpengaruh positif terhadap minat beli ulang di lokapasar *Shopee* pada mahasiswa Pendidikan Ekonomi Universitas Sanata Dharma; (4) penggunaan *e-wallet* berpengaruh positif terhadap minat beli ulang di lokapasar *Shopee* pada mahasiswa Pendidikan Ekonomi Universitas Sanata Dharma.

Kata Kunci: minat beli ulang, *e-service quality*, *E-WOM*, penggunaan *e-wallet*.

ABSTRACT

THE INFLUENCE OF E-SERVICE QUALITY, E-WOM, AND E-WALLET USAGE ON REPURCHASE INTENTION IN THE MARKETPLACE AMONG ECONOMICS EDUCATION STUDENTS AT SANATA DHARMA UNIVERSITY

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This study aims to analyze the influence of E-SERVICE QUALITY, E-WOM (electronic word of mouth), and e-wallet usage on repurchase intention in the Shopee marketplace among Economics Education students at Sanata Dharma University.

This research is an explanatory study conducted at the Economics Education Study Program, Faculty of Teacher Training and Education, Sanata Dharma University, Yogyakarta, from May to June 2026. The population in this study consisted of Economics Education students from the Economics Education and Accounting Education concentrations, class of 2022–2025, totaling 245 students. However, the exact number of the population meeting the study's criteria was unknown. The sample consisted of 110 respondents determined using the Lemeshow formula. The sampling technique used was Purposive Sampling. Data were collected using a questionnaire distributed via Google Form. The data were analyzed using multiple linear regression.

The results of the data analysis show that: (1) e-service quality, E-WOM, and e-wallet usage can serve as predictors of repurchase intention in the Shopee marketplace among Economics Education students at Sanata Dharma University; (2) e-service quality has a positive effect on repurchase intention in the Shopee marketplace among Economics Education students at Sanata Dharma University; (3) E-WOM has a positive effect on repurchase intention in the Shopee marketplace among Economics Education students at Sanata Dharma University; (4) e-wallet usage has a positive effect on repurchase intention in the Shopee marketplace among Economics Education students at Sanata Dharma University.

Keywords: *repurchase intention, e-service quality, E-WOM, e-wallet usage.*