

HOW TO INCREASE E-REPURCHASE OF E-PAY CONSUMERS IN PURWOKERTO

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Abstract	The purpose of this study is to explain the effect of perceived usefulness, perceived ease of use, perceived risk on e-repurchase using e-pay. Structural Equation Modeling (SEM) was used to test the empirical model. The number of samples in this study was 114 e-pay users in Purwokerto. The results indicate that perceived usefulness and perceived ease of use have a positive effect on e-repurchase. In addition, researchers can also prove that perceived risk has a negative effect on e-repurchase.
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