ABSTRACT

REPURCHASE INTENTION OF BERRYSHU SHOES THAT INFLUENCED BY CUSTOMER TRUST, CUSTOMER SATISFACTION AND CUSTOMER LOYALTY IN THE CONTEXT OF INSTAGRAM

By

Ega Sabrina Loventia

This study aims to know, describe and analyze the influence of repurchase intention on customer satisfaction which is mediated by customer trust and customer loyalty in Berryshu consumers who ever shopped online at Berryshu's instagram. This study uses four variables, namely customer satisfaction (X), repurchase intention (Y), customer trust (Z1) and customer loyalty (Z2). After a literature review and preparation of hypotheses, data were collected throught questionnaires distributed method to the 100 Berryshu consumers who ever shopped online at Berryshu's instagram. While the data analysis as structural equation is done by using the Smart PLS 2.0 m2 which is run with computer media. This study uses the measurement model (outer model) and the model of structural equation analysis (inner model) and hypothesis testing as the data processing techniques. The fourth hypothesis of this study indicate that the customer satisfaction significantly influence on customer trust. Then customer satisfaction significantly influence customer loyalty. Customer trust significantly influence on repurchase intention and consumer loyalty no significantly influence on repurchase intention. Accordingly, Berryshu that do business online should be able to maintain consumer interest in repurchase intention so as to provide confidence and customer satisfaction as well as able to create customer loyalty.

Keywords: Repurchase intention, customer trust, customer satisfaction, customer loyalty