

## **ABSTRACT**

*This research aims to analyze the influence of product diversity and sales promotion on customer repurchase intention in Lazada Online Store through customer satisfaction as an intervening variable.*

*The sampling method used in this research is non-probability sampling with purposive sampling technique. The sample collected was 100 respondents where the respondents who were taken had criteria as Lazada e-commerce users in Semarang who had made a purchase at least once at Lazada e-commerce during 2020 to 2021. The questionnaire method used consisted of open and closed questions. The data were then analyzed quantitatively and structurally using Structural Equation Modeling (SEM) method using the Analysis Moment of Strcutural (AMOS) program ver.24 as the analysis tool.*

*The results showed that product diversity and sales promotion had a positive and significant effect on customer satisfaction and repurchase intention. Meanwhile, consumer satisfaction as an intervening variable has a positive and significant effect on repurchase intention.*

*Keywords: Product Diversity, Sales Promotion, Customer Satisfaction, Repurchase Intention*