

ABSTRACT

This study aims to analyze the effect of service quality and website design on repurchase intentions through consumer satisfaction on Sociolla. The problem in this study is the decrease in the number of Sociolla visitors due to the many complaints submitted by consumers about Sociolla. This type of research is quantitative research. The population in this study is all consumers who have shopped at Sociolla. While the sample in this study is consumers who have shopped at Sociolla aged 18 to 35 years domiciled in the city of Semarang. The data collection technique uses questionnaires with a total sampel of 120 respondents who have done shopping in Sociolla. Sampling techniques in this study use Non-Probability Sampling using purposive sampling methods. The data will be analyzed using statistical software, structural equation model (SEM) version AMOS 23. The results of this study are service quality positive and significant effect on consumer satisfaction but service quality has a positive but not significant effect on repurchase intentions. Website design has a positive and significant effect on consumer satisfaction but website design has a positive effect but not significant to repurchase intentions. While consumer satisfaction has a positive and significant effect on repurchase intentions.

Keywords: service quality, website design, consumer satisfaction, repurchase intentions