

## **ABSTRACT**

*This study aims to analyze the effect of sales promotion, product quality, service quality, and price perception on interest in re-transacting with product trust as an intervening variable. The population in this study are users who have made transactions or bought products at e-commerce Shopee in the city of Semarang and the number of samples used in this study were 144 respondents. In the process of collecting data this research used a questionnaire method. The analysis technique used is Structural Equation Modeling (SEM) with the help of AMOS 24.0 analysis tool.*

*The results showed that sales promotion had a positive and significant effect on product trust, product quality had a positive and significant effect on product trust, service quality had a positive and significant effect on product trust, price perception had a positive and significant effect on product trust, and product trust had a positive and significant impact on product trust. significant to the interest in transacting again.*

*Keywords: Sales Promotion, Product Quality, Service Quality, Price Perception, Product Trust, Retransaction Interest.*