

ABSTRACT

The development of the era and the development of increasingly advanced technology, causing business on the base of online growing rapidly. Many online stores offer their products. One of them is "Ludeabaya" online store which sells quality abayas products. The tightness of business competition in the online base causing sales at "Ludeabaya" online store to experience instability and tend to decrease. For that "Ludeabaya" online store should be able to use the right strategy to survive.

This study uses five variables: brand image, service quality, perceived risk, trust, and repurchase intention. This research hypothesis testing using the data of 138 respondents with the purposive sampling. The criteria of the questionnaire are consumer aged 17+, have products from online store "Ludeabaya" Semarang and have been wearing it for at least a year. The analysis technique used in this research is to use a software program AMOS 22.0.

The results of this study indicate that the variables of brand image, service quality, and perceived risk have a positive and significant effect on trust variables. Variable of brand image, service quality, and perceived risk have positive and significant effect to repurchase intention variable. So, they have to be able to increase repurchase intention.

Keywords: Brand Image, Service Quality, Perceived Risk, Trust, and Repurchase Intention.