

ABSTRACT

This study based on fluctuative sales of clothes in e-commerce from 2018 until 2021. This study was conducted by collecting data from 150 respondents with the criteria Diponegoro University students especially students from Faculty of Economics and Business who were consumers clothes products on Shopee in the last 1 year. This research was conduct to examine the effect of product quality, brand awareness, brand associations with brand trust as and intervening variable on repurchase intentions for consumers clothes on Shopee. Method in this study used questionnaire and analyze the collected data with SEM (Structural Equation Model) in AMOS applications as a tool instrument.

This research showed that product quality had a positive and significant effect on repurchase intentions, brand awareness had a positive effect on repurchase intentions, brand associations had a positive effect on repurchase intentions, product quality had a positive effect on brand trust, brand awareness had a positive effect on brand trust, brand associations had a positive and significant effect on brand trust and brand trust had a positive effect on repurchase intentions.

Keywords: product quality, brand awareness, brand associations, brand trust, repurchase intentions.