

ABSTRACT

This research uses Tiktok Shop as the research object. Yhe purpose of this research is to test and analyze the impact of Trust, Service Quality, Satisfaction, Risk on Repurchase Interest. This research is quantitative research. Respondets are Tiktok users who have made purchases through the Tiktok Shop, aged 15 years and over or in high school. The results of this research show that trust has a positive and significant effect on repurchase interest, service quality has a positive and significant effect on repurchase interest, satisfaction has a significant positive effect on repurchase interest, risk has a negative and significant effect on repurchase interest.

Keywords: Trust, Service Quality, Satisfaction, Risk, Repurchase Intention