

ABSTRACT

The retail industry is experiencing fierce competition marked by the modification of developing products. Some companies are competing to modify their ideas in the fashion world by displaying sustainable brand innovations. Many causes of consumers who come but do not return due to bad experiences. Uniqlo as one of the biggest retail industries certainly also applies a good and right brand experience.

This research was developed to analyze the influence of the application of brand experience and the quality of Uniqlo services, especially Semarang City Uniqlo on buying interest from Uniqlo consumers themselves. In influencing back interest in buying, brand experience and service quality are mediated by customer satisfaction.

This research aims to determine consumer behavior towards brands. In this study examined consumers domiciled in Semarang and at least had bought 1 Uniqlo product in Semarang. The number of samples in this study was 136 respondents. With data collection methods using questionnaire distribution and sampling using non probability sampling with purposive sampling techniques. The data analysis method used in this study tests the models and relationships developed in this study is the SEM (Structural Equation Model) method that will be operated using the AMOS (Analysis of Moment Structure) software program version 24.

The results in this research succeeded in proving that brand experience had a positive significant influence on repurchase intention and service quality had a significant significant influence as well as on rpurchase intention. The positive and significant influence is directly or indirectly mediated by customer satisfaction. The managerial implication that can be applied is to use this research as a consideration for Uniqlo, especially Starbucks, Semarang City to evaluate the structure of service quality and brand experience in a structured manner.

Keywords: *Brand Experience, Service Quality, Customer Satisfaction, Repurchase Intention*