

ABSTRACT

The aim of this study is to address the current issues in Semarang City by investigating how brand trust and service quality influence repurchase intention and customer satisfaction, with customer satisfaction serving as a mediator. The study specifically targets users of the Shopee application for purchasing both primary and tertiary needs. Conducted in Semarang City, the research involved 100 Shopee users selected through purposive sampling. Data collection utilized an online questionnaire distributed via Google Forms. Hypothesis testing was carried out using Structural Equation Modeling (SEM), focusing on the Partial Least Squares (PLS) method in its third edition.

The results indicate that brand trust positively affects repurchase intention, while the impact of service quality on repurchase intention is positive but not statistically significant. Additionally, customer satisfaction is identified as a mediator in the relationship between service quality and repurchase intention. Thus, customer satisfaction serves as a pivotal intermediary between service quality and repurchase intention, shaping consumers' choices to make purchases via the Shopee application.

Keyword: Brand trust, service quality, customer satisfaction, repurchase intention