

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 "Haze Apparel" online store which sells quality T-shirt products. The tightness of business competition in the online base causing sales at "Haze Apparel" online store to experience instability and tend to decrease. For that "Haze Apparel" online store should be able to use the right strategy to survive.

This study uses five variables: service quality, store integrity, risk, trust, and repurchase intention. This research hypothesis testing using the data of 148 respondents. 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 service quality, store integrity, and risk have a positive and significant effect on trust variables. Variable of service quality have positive and significant effect to repurchase intention variable. While the risk variables have a negative effect and not significant to the variable of repurchase intention.

Keywords: *Service quality, store integrity, risk, trust, and repurchase intention*