

**THE IMPACT OF WEBSITE DESIGN QUALITY,  
SERVICE QUALITY, AND ENJOYMENT ON  
REPURCHASE INTENTION THROUGH  
SATISFACTION AND TRUST**

(A Case of zalora.co.id)



**BACHELOR THESIS**

Submitted as partial fulfillment for

Bachelor Degree of Management

At Diponegoro University

Created by:

**MARKO TATANG**

**NIM. 12010113130141**

**ECONOMICS AND BUSINESS FACULTY**

**DIPONEGORO UNIVERSITY**

**SEMARANG**

**2017**