

ABSTRACT

The aim of this study is to analyze the direct effect of website design, reliability, responsiveness, trust, and personalization on customer satisfaction and to determine the effect of customer satisfaction on repurchase intention among users of all online stores in the city of Semarang.

Data collection method for this research is by filling out a questionnaire with a sample of 121 respondents of community in Semarang who have bought back in the past 1 year at the same online shop that has an age range of 21-30 years.

In this study, to perform parametric and non-parametric testing, researchers will use the Structural Equation Model (SEM) calculation program. In testing using SEM, it is operated through the Lisrel 8.45 version.

The results showed that website design, reliability, responsiveness, trust had a significant effect on customer satisfaction. Meanwhile, the personalization variable has no significant effect on customer satisfaction. And customer satisfaction has a significant effect on repurchase interest in online stores.

Keywords: *website design, reliability, responsiveness, trust, personalization, customer satisfaction, repurchase intention.*