

ABSTRACT

This research aims to analyze the influence of consumer reviews, quality of service, sales promotion on repurchase intention through consumer satisfaction as the intervening variable. The population used in this study is users who have conducted Shopee marketplace transactions in the city of Semarang. The number of samples used was 100 respondents. The data collection method is a questionnaire. This research uses Structural Equation Modeling (SEM) analysis techniques using AMOS analysis tools.

The results of this study showed that the quality of consumer reviews has a positive and significant effect on consumer satisfaction, the quality of service has a positive and significant effect on consumer satisfaction, sales promotion has a positive and significant effect on consumer satisfaction, consumer satisfaction has a positive and significant effect on repurchase intention..

Keywords: consumer review, quality of service, sales promotion, consumer satisfaction, repurchase intention.