

ABSTRAK

Penelitian ini bertujuan untuk mengetahui serta menganalisis Pengaruh *E-Service Quality*, Ulasan Produk, dan *Followers* Terhadap Niat Beli Ulang Pakaian Muslim Asyadaily di *Shopee Online*. Populasi dalam penelitian ini adalah seluruh pelanggan *Online Shop* Asyadaily yang membeli pakaian muslim Asyadaily dengan jumlah *sample* sebanyak 160 responden yang ditentukan dengan metode *convenience sampling*. Adapun teknik pengumpulan data dilakukan menggunakan kuesioner dan olah data dilakukan dengan teknik analisis SEM-PLS menggunakan perangkat lunak SPSS dan SmartPLS. Hasil penelitian ini mendapati bahwa *e-service quality* berpengaruh positif dan signifikan terhadap niat beli ulang, ulasan produk berpengaruh positif dan tidak signifikan terhadap niat beli ulang, dan *followers* berpengaruh berpengaruh positif dan signifikan terhadap niat beli ulang.

Kata Kunci : *E-Service Quality*, Ulasan Produk, *Followers*, Niat Beli Ulang



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ABSTRACT

This study aims to determine and analyze the Influence of E-Service Quality, Product Reviews, and Followers on Repurchase Intentions for Asyadaily Muslim Clothing at Shopee Online. The population in this study were all Asyadaily Online Shop customers who bought Asyadaily Muslim clothing with a total sample of 160 respondents who were determined by the convinience sampling method. The data collection technique was carried out using a questionnaire and data processing was carried out using the SEM-PLS analysis technique using SPSS and SmartPLS software. The results of this study found that e-service quality had a positive and significant effect on repurchase intention, product reviews had a positive and insignificant effect on repurchase intention, and followers had a positive and significant effect on repurchase intention.

Keywords : E-Service Quality, Product Review, Followers, Repurchase Intention



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