

ABSTRACT

“PENGARUH E-SERVICE QUALITY DAN BRAND TRUST TERHADAP REPURCHASE INTENTION PRODUK JINISO JEANS PADA E-COMMERCE TIKTOK SHOP ”

This Research is to determined the effect of E-Service Quality and Brand Trust towards Repurchase Intentions for Jiniso Jeans Product on E-Commerce Tiktok Shop . The object of this research is Jiniso Jeans Products at Tiktok Shop E-Commerce with the consumer observation unit Jiniso Jeans at Tiktok Shop E-Commerce. The research method in this study is a research descriptive verification. Multiple linear regression hypothesis test. Research on data collection techniques for field research, questionnaires, and library research. The number of samples is 100 respondents. Research result is obtained that the variables E-Service Quality and Brand Trust have an effect on Repurchase Intention, Jiniso Jeans products on the E-commerce Tiktok Shop.

Keywords: *E-Service Quality, Brand Trust and Repurchase Intention*

ABSTRAK

“PENGARUH *E-SERVICE QUALITY* DAN *BRAND TRUST* TERHADAP *REPURCHASE INTENTION* PRODUK *JINISO JEANS* PADA *E-* *COMMERCE TIKTOK SHOP* ”

Penelitian ini bertujuan untuk mengetahui seberapa besar Pengaruh *E-Service Quality* dan *Brand Trust* terhadap *Repurchase Intention* Produk Jiniso Jeans pada *E-Commerce* Tiktok Shop . Objek penelitian ini adalah Toko Jiniso Jeans *Official Store* di *E-Commerce* Tiktok Shop dengan unit observasi konsumen Toko Jiniso Jeans di *E-Commerce* Tiktok Shop . Metode Penelitian ini merupakan penelitian deskriptif verifikatif. Uji hipotesis regresi linear berganda. Riset teknik pengumpulan data riset lapangan, kuesioner, dan riset kepustakaan. Jumlah sampel 100 orang responden dengan teknik non probabilita sampling . Hasil penelitian didapatkan variabel *E-Service Quality* dan *Brand Trust* berpengaruh terhadap *Repurchase Intention* produk Jiniso Jeans di *E-commerce* Tiktok Shop.

Kata Kunci: *E-Service Quality, Brand Trust dan Repurchase Intentions*