

**PENGARUH KEBERHASILAN *WEBSITE VISUAL APPEAL* TERHADAP  
*CUSTOMER SATISFACTION* DAN *REPURCHASE INTENTION*  
PADA UNIQLO DI INDONESIA**

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**ABSTRAK**

Menurut Kementerian Perindustrian, yaitu Agung Gumiwang mengatakan bahwa industri textile dan pakaian jadi, menjadi salah satu sektor prioritas dalam program marketing Indonesia 4.0 yang penting untuk dikembangkan, yang mana tahun 2020 kinerja ekspor textile dan pakaian jadi tahun 2020 mencapai 10,62 miliar dan berkontribusi pada product domestic bruto pengolahan non migas sebesar 6,76% (Kontan.co.id, 2021). Penelitian *intention to use apparel m-commerce* penting karena konsumen telah menerima stimulus dari produk yang telah dilihat oleh individu, sehingga hal ini akan menimbulkan hasrat individu untuk menggunakan produk dan nantinya akan menimbulkan hasrat untuk melakukan pembelian. *Customer retention* mempengaruhi hubungan kelanjutan bisnis antara pelanggan dengan perusahaan baik dari jasa atau produk. Penelitian kali ini menggunakan objek pengguna *website* Uniqlo di Indonesia, penelitian ini merupakan modifikasi dari model penelitian Chi (2018) yang memiliki variabel *website visual appeal*, *apparel visual appeal*, *website information quality*, *response time of web*, *web security*, *brand trust*, *satisfaction* dan *intention to use apparel* dan model penelitian dari Mahmoud (2018) menggunakan variabel *conflict handling* dan *customer retention*. Model penelitian menggunakan SEM dan software AMOS, hasil penelitian menunjukkan seluruh hipotesis terdukung positif.

Kata Kunci: *Brand trust*, *satisfaction*, *intention to use apparel* dan *customer retention*

***THE INFLUENCE OF WEBSITE VISUAL APPEAL SUCCESS ON  
CUSTOMER SATISFACTION AND REPURCHASE INTENTION  
AT UNIQLO IN INDONESIA***

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***ABSTRACT***

*According to the ministry of industry, Agung Gumiwang said that the textile and apparel industry is one of the priority sectors in the Indonesia 4.0 marketing program which is important to develop, where in 2020 the export performance of textiles and clothing in 2020 reached 10.62 billion and contributed to the gross domestic product of non-oil and gas processing of 6.76% (Kontan.co.id, 2021). Research on intention to use m-commerce apparel is important because consumers have received stimulus from products that have been seen by individuals, so this will cause individual anxiety to use the product and will cause anxiety to make purchases. Customer retention affects the continuity of business relationships between customers and companies from either services or products. This research uses Uniqlo website user objects in Indonesia, this research is a modification of Chi's research model (2018) which has the variables of website visual appeal, clothing visual appeal, website information quality, web response time, web security, brand trust, satisfaction and intention to use clothing and the research model from Mahmoud (2018) uses conflict handling and customer retention variables. The research model uses SEM and AMOS software, the results of the study show that all hypotheses are positively supported.*

*Key Words: Brand trust, satisfaction, intention to use apparel and customer retention*