

ABSTRACT

Fashion is one thing that gets a lot of attention in the community. The rapid development in this industry is evident through the fashion industry has become the largest contributor to GDP in the second largest Creative Economy with a percentage of 18.15%. In 2018 fashion also still ranks second with a percentage of 17.77%. One of the benchmarks of the success of a business is increasing revenue and profits. One of the factors that can affect the company's revenue and profit is E-Service Quality and Product Differentiation. Companies that have good E-Service Quality and Product Differentiation will increase consumer Repurchase Intention in a company.

This study aims to determine the effect of e-service quality and product differentiation on the repurchase intention on Compass Shoes. This type of research is quantitative and uses descriptive analysis methods. The data analysis technique used is multiple linier regression analysis. The sample in this study amounted to 100 people with a population of all individuals who have made purchase on Compass Shoes either through Instagram, Tokopedia or website. Based on the result of the study it can be concluded that the responses of respondents to the E-Service Quality variable have a percentage of 69,4% with good categories, Product Differentiation variable have a percentage of 82,5% with good categories and Repurchase Intention variable have a percentage of 79,6% with good categories. The conclusion of this study is that E-Service Quality and Product Differentiation affect the repurchase intention on Compass. With a percentage of 84,5%, and the remaining 15,5% is influenced by other variables not examined in this study. These results can be interpreted as the better the E-Service Quality and Product Differentiation by Compass, the better the repurchase intention of Compass Shoes.

Keywords: *E-Service Quality, Product Differentiation and Repurchase Intention*