

## ABSTRACT

*Clothing is a primary need of every individual in the world. Attractive clothing with good quality is certainly the main choice of individuals today. This is known as a fashion trend. In Indonesia, fashion trends are influenced by Europeans and Asians who have come and occupied Indonesia. Bring cultural influences in terms of clothing. From some of the reviews that the author has obtained and also the pre-research questionnaire conducted, the research variables are Customer Experience and Brand Trust in Repurchase Intention in Erigo Brand Fashion.*

*This study aims to determine the effect of customer experience and brand trust on repurchase intention on the Erigo fashion brand using quantitative research methods and the use of a Likert scale as a measurement. The population used in this study is Erigo consumers with a research sample of 100 respondents. This research technique is multiple linear regression analysis processed using SPSS 22 for Windows.*

*Based on the hypothesis test that is done shows that the customer experience has a value of 5.148 ( $t_o$ ) > 1.660 ( $t_\alpha$ ), and a significance level of 0.000 < 0.05 for the customer experience variable on the repurchase intention variable. Whereas brand trust has a value of 5.148 ( $t_o$ ) > 1.660 ( $t_\alpha$ ), and a significance level of 0.000 < 0.005 for the brand trust variable against repurchase intention. The conclusion of this study is that there is an influence between the customer experience variable and the brand trust variable on the repurchase intention variable by 75%. The 25% is influenced by other variables not mentioned in this study.*

**Keywords:** *Customer Experience, Brand Tust, and Repurchase Intention*