

ABSTRACT

This research was conducted to see the effect of e-service quality and product quality on repurchase intention of shining bright. This research was conducted using descriptive methods and causality using quantitative methods.

The sampling technique used in this study was nonprobability sampling, using the Bernoulli formula so that the study used a sample of 100 respondents. The data analysis technique used is descriptive analysis technique and using the t test method.

Based on the results of research on "The influence of electronic service quality and product quality on repurchase intention to shine bright", the following conclusions are obtained: The quality of electronic services that have been carried out by shining bright has been going well, respondents' perceptions of the products issued by Shining Bright has good quality, consumer repurchase intention to buy high shining bright products, e-service quality and product quality have a significant effect on repurchase intention on Shining Bright, with a contribution of the effect of 52.9%. Then with the following suggestions: Shining Bright needs to pay attention to product quality control in terms of materials and machines used, because this will have an impact on the company's profitability, customers who shine brightly who make purchases are consumers who are young in the age range 20-20 years and has sufficient stages, so companies need to provide other features related to purchasing services, in order to provide additional value for young consumers who are potential consumers to shine brightly, shine Bright needs to carry out promotions, especially using social media such as Instagram and Facebook by maximizing the use of social media features, in order to attract more consumer buying interest.

Keywords: *electronic service quality, product quality and repurchase intention*