

ABSTRACT

The need for beauty-care has become one of the primary needs for women at this time. Followed by the growth of the beauty industry that continue to increase from year to year, which also influenced by the level of customer demand for the beauty products which also continues to increase. Sociolla is one of the businesses in the beauty industry that is currently phenomenal because it offers a unique shopping experience by combining beauty and technology. Sociolla is also a beauty business that operates in two lines of business, namely online and offline businesses. With the online and offline Sociolla store, the author wants to analyze The Role of Multichannel Integration, Trust, Offline and Online Customer Loyalty Towards Sociolla's Customer Repurchase Intention.

This research uses descriptive quantitative method. The population in this study are Sociolla customers who had shopped at Sociolla online store and Sociolla offline store more than 2 times. The sampling technique in this study was accidental sampling with a sample of 100 respondents. This study uses Structural Equation Modeling (SEM) analysis using AMOS analysis tools.

Based on the research results, it can be concluded that the respondent's response to the multichannel integration variable has a percentage of 72.7% in a good category, the trust variable has a percentage of 72.6% in a good category, the offline customer loyalty variable has a percentage of 70.3% with a good category, the online customer loyalty variable has a percentage of 73.2% in a good category, and the repurchase intention variable has a percentage of 70.5% in a good category. Multichannel Integration variable and Trust variable accounted 41.4% of the variance in Offline Customer Loyalty. Multichannel Integration variable and Trust variable accounted 42% of the variance in Online Customer Loyalty. Offline Customer Loyalty variable and Online Customer Loyalty variable accounted 49% of the variance in Repurchase Intention variable.

Keywords: Multichannel Integration, Trust, Offline and Online customer loyalty, Repurchase Intention, Sociolla