

ABSTRACT

The fashion hijab industry has become one of the fastest growing sectors, especially in the Indonesian market. Indonesia is one of the countries with the largest number of Muslims, based on data from 245 million Indonesians, more than half of the population embraces Islam, which is 87%, this can illustrate if Indonesia is the third largest Muslim fashion consumer in the world. Currently, the millennial generation also contributes to the future trend of Muslim fashion. Muslim fashion has a wide potential for business growth, especially since the global consumption of Muslim fashion is expected to reach a value of \$402 billion by 2024. Currently, there are many Muslim fashion businesses in Indonesia, one of which is the Lozy brand which has high sales that are in great demand by its customers. The purpose of this research is to find out how much influence convenience and process service have on repurchase intention through Lozy customer satisfaction using the Stimulus-Organism-Response (SOR) framework.

This research uses a quantitative approach, with 250 respondents in this study. The analysis uses a causality research method. Data collection using a questionnaire distributed via Google Form. The data analysis technique uses SEM PLS with the help of Smart PLS 3.2.9 software to be able to evaluate construct reliability, convergent validity, discriminant validity and research hypothesis testing. Tests were carried out in aspects of youthfulness, location, reliability, responsiveness, measurability, expectations, performance, comparison, experience, confirmation and disconfirmation, preferential interest, time, assurance, empathy, transactional interest, reference interest.

This research is expected to be useful for evaluating the service aspects of the Lozy brand which will be able to influence customer satisfaction so that they have the intention to repurchase. It is hoped that this research can be input in improving service quality that can generate a sense of customer satisfaction and repurchase interest for Lozy customers.

Keywords: Convenience, Process Service, Repurchase Intention, Customer Satisfaction.