

## ABSTRAK

Saat ini teknologi menjadi tren, semua bidang menggunakan alat bantu teknologi. Teknologi merubah pola hidup masyarakat dari pemikiran tradisional menjadi modern. Salah satu pola hidup masyarakat yang mengalami perubahan akibat adanya teknologi adalah gaya berbelanja, saat ini masyarakat menyenangi berbelanja secara *online*. Selama pandemi, terjadi peningkatan minat masyarakat mengunjungi dan berbelanja secara daring atau *online* sehingga mendorong peningkatan nilai transaksi *e-commerce*. Salah satu *e-commerce* yang mengalami peningkatan penjualan selama pandemic adalah Uniqlo. Penelitian ini menguji pengaruh *system quality* dan *information quality* terhadap minat beli ulang dengan variabel *user satisfaction* sebagai variabel intervening. Data primer yang dikumpulkan menggunakan metode survei dengan cara menyebarkan kuisioner kepada responden yang menggunakan produk Uniqlo melalui aplikasi uniqlo. Kuisioner yang terkumpul sebanyak 160 responden, data tersebut kemudian diolah dengan metode *path analysis*. Berdasarkan hasil analisis penelitian terdapat pengaruh langsung antara *system quality* dan *information quality* terhadap *user satisfaction*, berikutnya terdapat pengaruh langsung *system quality* dan *user satisfaction* terhadap minat beli ulang, namun *information quality* tidak berpengaruh langsung terhadap minat beli ulang. Selanjutnya *information quality* tidak menjadi variabel *intervening* antara variabel *system quality* terhadap minat beli ulang, tetapi *user satisfaction* menjadi variabel *intervening* antara variabel *information quality* terhadap minat beli ulang.

**Kata Kunci:** *system quality*, *information quality*, minat beli ulang, dan *user satisfaction*.

## ABSTRACT

*Currently technology is a trend, all fields use technological aids. Technology changes people's lifestyles from traditional to modern thinking. One of the lifestyles of people who are experiencing changes due to technology is the style of shopping, nowadays people like to shop online. During the pandemic, there was an increase in public interest in visiting and shopping online or online, thus encouraging an increase in the value of e-commerce transactions. One of the e-commerce sites that experienced an increase in sales during the pandemic was Uniqlo. This study examines the effect of system quality and information quality on repurchase interest with user satisfaction as an intervening variable. Primary data collected using the survey method by distributing questionnaires to respondents who use Uniqlo products through the uniqlo application. The questionnaires collected were 160 respondents, the data was then processed by path analysis method. Based on the results of the research analysis there is a direct influence between system quality and information quality on user satisfaction, then there is a direct effect of system quality and user satisfaction on repurchase interest, but information quality does not directly affect repurchase interest. Furthermore, information quality does not become an intervening variable between system quality variables on repurchase interest, but user satisfaction becomes an intervening variable between information quality variables on repurchase interest.*

**Keywords:** *system quality, information quality, repurchase interest, and user satisfaction.*

