# ABSTRAK

Salah satu sektor industri yang berkembang pesat dengan adanya perkembangan zaman di Indonesia adalah industri fashion. Dimana permintaan pasar Indonesia semakin meningkat dalam setiap tahun untuk kebutuhan penampilan dalam kehidupan sehari-hari. Perkembangan produk pakaian dengan mengikuti tren, inovasi, kreativitas, dan kualitas dari gaya hidup di lingkungan sekitar. Uniqlo merupakan salah satu perusahaan retail yang menawarkan produk pakaian fashion.

Penelitian ini dilakukan untuk mengetahui pengaruh *Promotion, Basic Information, Customer Service,* dan *Human Sale* terhadap *Behavior Intention* yang dipengaruhi oleh *Customer Satisfaction* pada pelanggan Uniqlo di Surabaya yang bertujuan untuk mengetahui seberapa besar pengaruh dari *customer satisfaction* dan dapat meningkatkan *behavior intention* di Uniqlo Surabaya.

Penelitian ini menggunakan metode kuantitatif dan data diolah menggunakan *software* SPSS 22.0. Sampel yang digunakan dalam penelitian ini adalah pelanggan Uniqlo yang berusia 18-60 tahun, berdomisili di Surabaya, jenis kelamin pria atau wanita, telah membeli produk pakaian Uniqlo, telah mengunjungi store Uniqlo secara langsung selama 2 kali dalam 6 bulan terakhir, telah mengetahui promosi Uniqlo melalui media sosial. Jumlah responden yang digunakan sebagai sampel penelitian adalah 107 responden. Metode sampling yang digunakan adalah non-probability sampling.

Hasil penelitian menunjukkan bahwa seluruh variabel *customer satisfaction* yang berpengaruh signifikan terhadap *behavior intention* dengan nilai koefisien regresi sebesar 0,627; variabel *promotion* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0,383; variabel *basic information* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0,213; variabel *customer service* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0,248; variabel *human sale* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien regresi sebesar 0,324.

**Kata Kunci**: ***Promotion, Basic Information, Customer Service, Human Sale, Customer Satisfaction, Behavior Intention, Uniqlo Surabaya***

# ABSTRACT

One industrial sector that is growing rapidly with the times in Indonesia is the fashion industry. Where demand in the Indonesian market is increasing every year for appearance needs in everyday life. Development of clothing products by following trends, innovation, creativity and quality of lifestyle in the surrounding environment. Uniqlo is a retail company that offers fashion clothing products.

This research was conducted to determine the influence of *Promotion, Basic Information, Customer Service,* and *Human Sale* on *Behavior Intention* which is influenced by *Customer Satisfaction* in Uniqlo customers in Surabaya. The aim is to find out how much influence *customer satisfaction* has and can increase *behavior intention* at Uniqlo Surabaya.

A quantitative method was used in this research and data were processed using SPSS 22.0 software. Sample used in this research was Uniqlo customers who are between the age group 18-60, domiciled in Surabaya, male or female, had purchased Uniqlo clothing products, had visited the Uniqlo store in person 2 times in the last 6 months, had known about Uniqlo promotions via social media. The number of respondents used as research samples was 107 respondents. The sampling method used is non-probability sampling.

The research results show that all customer satisfaction variables have a significant effect on behavior intention with a regression coefficient value of 0.627; the promotion variable has a significant effect on customer satisfaction with a regression coefficient of 0.383; basic information variables have a significant effect on customer satisfaction with a regression coefficient of 0.213; the customer service variable has a significant effect on customer satisfaction with a regression coefficient of 0.248; The human sales variable has a significant effect on customer satisfaction with a regression coefficient of 0.324.

**Keywords: Promotion, Basic Information, Customer Service, Human Sale, Customer Satisfaction, Behavior Intention, Uniqlo Surabaya**