

ABSTRACT

In the era of increasingly fierce business competition, especially in the food and beverages sector, understanding the factors that influence consumer behavior is very important. Product quality, perceived price and sales promotion are key elements that can influence customer satisfaction and repurchase intention. Fore Coffee, as one of the growing coffee brands in Semarang City, faces the challenge of maintaining and increasing customer loyalty amidst the many choices available.

This research was developed to analyze the effect of implementing Product quality, perceived price and sales promotion at Fore Coffee, especially in Semarang City, on repurchase intention of Fore Coffee customers themselves. In influencing repurchase intention, . Product quality, perceived price and sales promotion is mediated by customer satisfaction.

The concept of the research framework comes from pre-existing theory and research. Research data was collected using a questionnaire method consisting of open and closed questions, distributed online and succeeded in getting 126 respondents. The respondent's criteria is that they have ever purchased Fore Coffee products. The results of the questionnaire data collection were analyzed quantitatively and structurally using the SEM (Structural Equation Modeling) method using the AMOS (Analysis Moment of Structural) version 24 software or program.

The results of this research succeeded in proving that . Product quality, perceived price and sales promotion has a significant positive influence on repurchase intention. This positive and significant influence is indirectly mediated by customer satisfaction. The managerial implication that can be applied is to use this research as a consideration for Fore Coffee, especially in Semarang City, to evaluate their Product quality, perceived price and sales promotion development strategy.

Keywords: *Product Quality, Perceived Price, Sales Promotion, Customer Satisfaction, Repurchase Intention.*