

ABSTRACT

This study aims to investigate the influence of service quality and customer value co-creation on customer satisfaction and repurchase intention. The sample consists of 100 respondents who are passengers of the in-Drive service residing in Jakarta, Medan, Makassar, and Bandung. Data were collected through an online questionnaire distributed via Microsoft Forms. To analyze the data, this study employs the Structural Equation Modeling (SEM) method using the fourth version of Partial Least Square (PLS).

The findings indicate that service quality significantly influences customer value co-creation, which in turn significantly affects customer satisfaction. Additionally, customer satisfaction has a significant impact on repurchase intention. Moreover, customer value co-creation serves as a crucial mediator between service quality and customer satisfaction. Similarly, customer satisfaction mediates the relationship between customer value co-creation and repurchase intention in the in-Drive service. This suggests that customer satisfaction plays an essential role as an intermediary in fostering repurchase intention among consumers.

Keywords: *Service quality, customer value co-creation, customer satisfaction, repurchase intentio*