

ABSTRACT

The number of competitors in the furniture business in locations that are close to each other makes consumers have many choices before making a purchase. Companies must be able to provide a stimulus that can affect the intention to repurchase from previous consumers. UD. Rimba Raya Ronggo-Jaken, Pati, in order to increase repurchase interest, seeks to improve service and build a good brand image.

This research was conducted on the people of Pati Regency, users of UD. Rimba Raya Ronggo-Jaken products, Pati. The number of samples in this study was 105 respondents. The method of collecting data through questionnaires and the sampling method in this study is non-probability sampling with purposive sampling technique. The analytical tool used in this research is Structural Equation Modeling (SEM).

The results of this study indicate that service quality has a positive and significant effect on customer satisfaction as well as brand image which has a positive and significant effect on trust. The results of this study also show that customer satisfaction and trust have a positive and significant effect on repurchase intention. The most influential variable on repurchasing interest is customer satisfaction.

Keyword : Service Quality, Brand Image, Customer Satisfaction, Trust, Repurchase Intention.

