

## **ABSTRACT**

*Anchored in the Theory of Planned Behavior (TPB), this explanatory quantitative investigation assesses the repurchase intention of 200 car rental clients in Semarang. This study explores five specific dimensions covering service, experience, satisfaction, and trust to determine their mediating effects. The primary motivation for this research stems from shifting consumer habits coupled with an elevated rate of customer churn.*

*Primary data were systematically collected through surveys administered to individuals who have previously utilized vehicle rental services in the city. Evaluations conducted via SEM-AMOS demonstrated that a user's prior experience does not meaningfully alter their satisfaction levels or their propensity to rent again. Additionally, the provision of high-quality service proved inadequate in directly motivating repeat bookings. Consequently, the urge to return is exclusively fostered through a fully mediated pathway, wherein each parameter synergistically interacts and stimulates the next.*

*Ultimately, the findings indicate that supplying functional and well-maintained vehicles is no longer sufficient for local rental operators. Establishing long-term patron loyalty demands a strict prioritization of corporate integrity and operational transparency.*

**Keywords:** *Customer Experience, Service Quality, Customer Satisfaction, Brand Trust, Repurchase Intention.*

