

ABSTRACT

This study aims to determine and analyze how the effect of customer satisfaction on repurchase intention of Chatime's product in Semarang. Factors examined in this study such as price promotion, food quality, service quality, customer satisfaction and repurchase intention. This research is important to do because it can provide information about the variables that have an effect on Chatime's product in Semarang.

This study was conducted by collecting data from Chatime's customer who have been buy this product more than 3 times. The data used is primary data, which consist of customer's respond as a respondent. Non-probability sampling techniques are used in this study, while sampling that used is randomly.

The conclusion of this research is (1) Price promotion has a significant effect on the perception of food quality. (2) Price promotion has a significant effect on service quality, (3) Food quality has a significant effect on customer satisfaction, (4) Service quality has a significant effect on satisfaction, (5) Customer satisfaction has a significant effect on repurchase intention, (6) Price promotion has a significant effect on repurchase intention. The result of this study illustrated that customer satisfaction and repurchase intention can be explained by these factors.

Keywords: Price Promotion, Food Quality, Service Quality, Satisfaction, Repeat Purchase Intention.