ABSTRACT

The population in Indonesia is experiencing serious problems regarding malnutrition in the community and has an impact on decreasing the level of quality of life and productivity of the community. The occurrence of this nutritional problem is due to the lack of public understanding of the nutritional content of food sources consumed, especially fish consumption. In the current era, restaurants that provide fish products have begun to develop, giving rise to high business competition. This study aims to examine the effect of service quality, product quality, brand image and perceived value on repurchase intention through customer satisfaction as an intervening at Pondok Bandeng BaBe Pati Restaurant.

In this study the population taken was consumers who had made a purchase at the Pondok Bandeng BaBe Pati Restaurant with a total sample of 150 respondents who were selected using purposive sampling technique. Furthermore, the data obtained were processed using the AMOS 21 program.

The results showed that service quality, product quality, brand image and perceived value had a positive and significant effect on customer satisfaction. Then customer satisfaction also has a positive and significant influence on repurchase intention at Pondok Bandeng BaBe Pati Restaurant.

Keywords: service quality, product quality, brand image, perceived value, customer satisfaction, repurchase intention

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