

ABSTRACT

This research is developed to answer the problem in Fantastic Sell Outlet that is facing a decline in the sales performance during 2006 to 2010. The decline indicates that the repurchase intention of the hand phone customers is also decreasing in Fantastic Sell Outlet. The model is to analyze the impact of service quality and sales competency on repurchase intention.

The questionnaires were distributed to 100 respondents. Then the data was analyzed by using multiple regression tests with SPSS version 16.

The results showed service quality and sales force competency have positive and significant impacts on repurchase intention. Among the independent variables, sales competency has been found to have the largest effect on repurchase intention. Consequently, sales competency has to be developed regularly to increase repurchase.

Keywords : service quality, sales competency, repurchase intention

