

ABSTRACT

The purpose of this study is to analyze the effect of product quality, price perception, promotion, and customer's satisfaction towards repurchasing in CV. Mebel Mitras Jepara.

The writer uses Structural Equation Modeling (SEM) method in the analysis. In this study, there are two analyze techniques which are Confirmatory Factor Analysis and Regression Weight. The numbers of sample used in this study is 100 respondents.

Based on the hypothesis summary, this study shows that product quality, price perception, promotion, and customer's satisfaction positively and significantly affect customer's decision in repurchasing goods.

Keywords : Product Quality, Price Perception, Promotion