ABSTRACT

In a high level of competitive environment, every business could be maintain repurchase intention among their customer. This study, therefore, intent to search several variables effect which is probably able to rise repurchase intention. The study used several customer of SELERA Snack and Bakery as sample.

In this research, the technique used in gathering the sample is purposive sampling. The total of sample is 115 respondents. Data collected done through questionnaires given to the respondents. Next, the result of the survey analyzed with regression methods carried out with SPSS 15 program. The measurement of four variables (brand image,price,service quality and repurchase intention) has completed the requirement of validity and reliability. The used observation is also free from multicollinearity and heterocesdasticity.

Data analyze result shows that the research model has R^2 58,3% and two hypothesis of the study are able to be evidenced. Summary said that brand image and service quality are positively effected to repurchase intention of customer.

Managerial implication given to the company is suggestion or input to management of SELERA Snack and Bakery to give more concern at the brand image, as it is the most dominant factor effected to its repurchase intention of customer. The research's limitation is that it is case study so that the result is not able to be generalized. Further researches need to develop the quality by adding another independent variable.

Keywords*: brand image, price, service quality, repurchase intention*