

ABSTRACT

This research aimed to analyse the effect of sales promotion, product quality, and brand image on repurchase intention with customer satisfaction as the intervening variable (a study on Maximus Laser Cut Semarang). The variables is used in this study consisted of 3 independent variables such as sales promotion (X1), product quality (X2), and brand image (X3), intervening variable is customer satisfaction (Y1), and dependent variable is repurchase intention (Y2).

The sampling technique used was non-probability sampling with purposive sampling as the sampling method. The number of samples used in this study were 115 respondents who had the criteria of being domiciled in Semarang and had purchased Maximus Laser Cut acrylic products offline or online at least once. Data was obtained by distributing online questionnaires in the form of google form. The data were then analyzed quantitatively and structurally using the Structural Equation Modeling (SEM) method using a tool in the form of the Analysis Moment of Structural (AMOS) program ver.24.

The results of this study indicate that the four hypotheses have been successfully accepted, namely sales promotion has a positive and significant effect on customer satisfaction, product quality has a positive and significant effect on customer satisfaction, brand image has a positive and significant effect on customer satisfaction, and customer satisfaction has a significant and positive effect on customer satisfaction. positive and significant to repurchase intention.

Keywords: Sales Promotion, Product Quality, Brand Image, Customer Satisfaction, Repurchase Intention