

ABSTRACT

The purpose of this research is to test the influences of service and brand awareness on customer satisfaction to increase reorder intention mediating reputation. Using these variables, the usage of these variables are able to solve the arising problem within Catering Damas.

The samples size of this research is 100 customers Catering Damas. Using the Structural Equation Modeling (SEM). The results show that the service and brand awareness on customer satisfaction to increase reorder intention mediating reputation.

The effect service on customer satisfaction are significant; The effect brand awareness on customer satisfaction are significant; The effect customer satisfaction on reputation are significant; The effect customer satisfaction on reorder intention are significant; and The effect reputation on reorder intention are significant.

Keywords: service, brand awareness, customer satisfaction, reorder intention, and reputation.