

ABSTRACT

This study aims to analyze the effect of Service Quality, Store Atmosphere, Product Quality, and Price Perceptions on Customer Satisfaction and their impact on Repurchase Decisions at Burjoni KH Sirojudin Semarang.

This study uses the Non Probability Sampling method by means of Purposive Sampling. While the sample used was 97 customers of Burjoni KH Sirojudin. The data analysis technique in this study used Multiple Regression Analysis with SPSS software to determine the effect of the independent variables on the dependent variable.

The results showed that Service Quality, Store Atmosphere, Product Quality had a positive and significant effect on Customer Satisfaction. While Price Perception has a positive but not significant effect on Customer Satisfaction. Then, Customer Satisfaction has a positive and significant effect on Repurchase Decisions.

Keywords : Service Quality, Store Atmosphere, Product Quality, Perceived Price, Customer Satisfaction, Repurchase Decision