

**THE INFLUENCE OF PERCEIVED VALUE AND
SERVICE QUALITY TOWARD REPURCHASE
INTENTION THROUGH BRAND TRUST AND
CUSTOMER SATISFACTION OF IKEA**



THESIS

Submitted as one of the requirements
to complete the Bachelor Program (S1)
in the Bachelor Program of the Faculty of Economics
Diponegoro University

Arranged by:

AZIZ SATRIA HUTAMA
NIM. 12010118190261

FACULTY OF ECONOMICS AND BUSINESS

DIPONEGORO UNIVERSITY

SEMARANG

2023