

ABSTRACT

IKEA is the world's largest furniture retailer, with 422 stores in over 50 countries generating over 41.3 billion euros. IKEA is a Swedish company founded by Ingvar Kamprad in 1943. But, the sales index PT Sumber Alfaria Trijaya, through Alfamart outlets, is a retail supermarket and minimarket with the most significant assets as of quarter III-2022, while IKEA is ranked 7th with 19,5 of index value. The retail industry, like IKEA, needs to maintain a harmonious relationship with consumers. Through the intention to repurchase, it is hoped that it will be a breath of fresh air for IKEA to support its business in Indonesia.

This study uses IKEA consumers in DKI Jakarta Province, then sampling is carried out using purposive sampling and has several criteria. The sample in this study was 200 respondents who live in DKI Jakarta Province, over 25 years of age, and have purchased products from IKEA at least one last year. The collected data will be analyzed using the structural equation model (SEM) method and processed with AMOS software.

The result of this study indicates all hypothesis are accepted. Perceived value and Service Quality has a significant positive effect on Brand Trust and Customer Satisfaction, and Brand Trust also Customer Satisfaction has a significant positive effect on Repurchase Intention.

Keywords: Perceived Value, Service Quality, Brand Trust, Customer Satisfaction, Repurchase Intention, IKEA