

## **ABSTRACT**

*In the current era of globalization, competition in the business sector is developing very rapidly, one of which is in the retail sector. This results in Transmart as one of the retail companies in Indonesia continuing to experience a decrease in the number of outlets every year. The number of new competitors makes consumers have more options of places to shop. In addition, the needs and desires of consumers are also increasingly diverse. Consumers tend to choose which products to consume and which ones not, so that customer satisfaction affects their interest in reusing the product. This situation requires the company to be able to retain its customers so that they continue to repurchase so that customers do not switch to competitors.*

*This study aims to analyze the effect of store image, service quality, and perceived price on repurchase intention, with customer satisfaction as an intervening variable, for Transmart consumers in Semarang City. The population used in this study are consumers who have shopped at Transmart Semarang City. The number of samples used in this study were 150 respondents. The data collection method was carried out by questionnaire. The data obtained was then processed and analyzed using Structural Equation Modeling (SEM) analysis techniques with AMOS 24.0 as a data processing tool.*

*The results of the study indicate that store image, service quality, and perceived price have a positive and significant effect on customer satisfaction, and customer satisfaction also has a positive and significant effect on repurchase intention.*

**Keywords:** *Store Image, Service Quality, Perceived Price, Customer Satisfaction, Repurchase Intention.*