

ABSTRACT

The aim of this study is to identify, investigate, and analyze the influence of membership programs and service quality on repeat purchase intention with customer satisfaction as the intervening variable. A total of 600 customers are from Ngoembah Laundry. Using the Slovin formula, the sample size for this research is 86 customers. Researchers analyzed the data using quantitative analysis. We collected direct information from Ngoembah Laundry customers through surveys or questionnaires. Structural Equation Model (SEM), a multivariate analysis method combining factor analysis and regression analysis, was employed in this research. Findings indicate that membership programs have a positive and significant impact on customer satisfaction, customer satisfaction, and repeat purchase intention. Service quality also has a positive and significant impact on repeat purchase intention. Customer satisfaction has a positive and significant impact on repeat purchase intention.

Keywords : *Customer satisfaction, membership programs, repeat purchase, and service quality.*