

ABSTRACT

This research aims to analyze the influence of product quality and price on repurchase through customer satisfaction among consumers of Ventela brand shoes. This research uses product quality and price as independent variables, customer satisfaction as an intervening variable and repurchase as the dependent variable.

The population in this research is Ventela consumers in the Semarang area who have purchased Ventela shoe products more than twice. The sample taken was 169 respondents. In this research, the method used to collect data was a questionnaire and the method used to analyze the data was structural equation modeling (SEM) with AMOS software.

Based on the research results, it shows that product quality has a positive and significant effect on customer satisfaction, price has a positive and significant effect on customer satisfaction, customer satisfaction has a positive and significant effect on repurchase, product quality has a positive and significant effect on repurchase and price has a positive and significant effect on repurchase.

Keywords: product quality, price, customer satisfaction, repurchase