

ABSTRACT

Richeese Factory is one of the most popular fast-food restaurant brands in Indonesia that provides a unique experience for their customers to enjoy various cheese sauce menus in a Quick Service Restaurant (QSR) format. During the year 2023-2024, Richeese Factory's brand index has decreased and then increased quite high in terms of market share due to the outlets addition and renovations. However, Richeese Factory experienced inconsistencies in aspects of mind share and commitment share. The result of pre-survey on 32 Richeese Factory customers showed that several respondents did not place Richeese Factory as their first choice for fast-food restaurant, conveyed complaints in various aspects as a form of dissatisfaction, and had no interest in repurchasing. This study was conducted to identify the factors that can increase customer repurchase intention by analyzing the influence of store atmosphere, perceived human crowding, perceived service quality, and brand image through customer satisfaction as the intervening variable.

This study applied quantitative method using 152 Richeese Factory Indonesia customers as samples. Respondents were obtained by online questionnaire (Google Form) that was distributed through various social medias. The questionnaire data is processed using AMOS ver. 21 with Structural Equation Modeling (SEM) technique.

The findings confirmed that brand image and store atmosphere are two factors that have major influence on repurchase intention, while perceived human crowding and perceived service quality do not have significant influence. Nevertheless, these four factors can positively and significantly affect repurchase intention through the mediation role of customer satisfaction.

Keywords: Repurchase Intention, Brand Image, Store Atmosphere, Perceived Human Crowding, Perceived Service Quality, Customer Satisfaction