

ABSTRACT

This study aims to analyze the effect of service quality and repurchase intention with customer satisfaction as a mediating variable, with a case study at Firdaus Barbershop. This research adopts a quantitative approach by using the Structural Equation Modeling (SEM) method based Partial Least Squares (PLS-SEM) to analyze data obtained through questionnaires distributed to Firdaus Barbershop customers. Through a questionnaire distributed to 100 respondent customers of Firdaus Barbershop. The results showed that service quality has a positive and significant effect on customer satisfaction, which in turn increases repurchase intention. In addition, customer satisfaction is proven to act as a mediating variable between service quality and repurchase intention. This research provides important insights for service providers in the service sector to pay attention to service quality in order to retain customers and improve business performance. Service quality in order to retain customers and improve business performance.

Keywords: *Service Quality, Customer Satisfaction, Customer, Repurchase Intention, Mediation, SEM, Barbershop*