

ABSTRACT

The fast-food industry in Indonesia continues to grow in line with the increasing consumer demand for practical and efficient food options. However, amidst this growth, companies like Pizza Hut face challenges such as declining sales and store closures, including in the Semarang City area. This phenomenon raises questions regarding the factors that may influence customers' repurchase intention, particularly in the context of intensifying competition, decreasing consumer purchasing power, social issues, and customer complaints. This study adopts the Theory of Planned Behavior (TPB) as the theoretical framework to understand how product quality, sales promotion, and brand image influence repurchase intention, with customer satisfaction as a mediating variable. TPB posits that customer behavior is influenced by attitudes, subjective norms, and perceived behavioral control.

The study involved a population of Pizza Hut customers in Semarang City, with a sample size of 180 respondents. Data collection was conducted using a questionnaire, and the data were analyzed using Structural Equation Modeling (SEM) with the assistance of AMOS version 24 software. The results indicate that product quality, sales promotion, and brand image have a positive and significant influence on customer satisfaction. Moreover, these three variables, along with customer satisfaction, also have a positive and significant effect on repurchase intention. Customer satisfaction was also found to mediate the relationship between the independent variables and repurchase intention. These findings suggest that improving product quality, implementing targeted sales promotion strategies, and strengthening brand image are essential steps in enhancing customer satisfaction and encouraging repurchase intention among Pizza Hut customers in Semarang City.

Keywords: Product Quality, Sales Promotion, Brand Image, Customer Satisfaction, Repurchase Intention