ABSTRACT

This research is motivated by the increasing competition in the coffee industry in Indonesia, including in Semarang City, which requires businesses to maintain consumer loyalty through effective strategies. The low level of consumer loyalty in the coffee market poses a challenge, as consumers tend to easily switch to other brands if they do not perceive sufficient value and satisfaction. Therefore, this study aims to analyze the effect of perceived value and brand image on repurchase intention, with customer satisfaction as an intervening variable.

The research employed a survey method by distributing questionnaires to consumers of Tomoro Coffee in Semarang. A total of 150 respondents were selected using purposive sampling. The data were analyzed using Structural Equation Modeling (SEM) with the assistance of AMOS software.

The results show that perceived value has a positive and significant effect on repurchase intention. Brand image also has a positive and significant effect on repurchase intention. Furthermore, customer satisfaction has a positive and significant effect on repurchase intention. These findings confirm that perceived value, brand image, and customer satisfaction are crucial factors influencing consumer repurchase behavior.

Keywords: Perceived Value, Brand Image, Customer Satisfaction, Repurchase Intention, SEM AMOS.