

ABSTRACT

Modern retail industry competition requires companies to retain customers by enhancing their repurchase intention. However, various customer reviews of AEON DP Mall Semarang indicate complaints regarding service quality, transaction accuracy, and supporting facilities, which may adversely affect customer satisfaction and repurchase intention. Therefore, a deeper understanding of the factors influencing consumers' repurchase intention is essential.

This study aims to analyze the effects of brand image, service quality, and perceived value on repurchase intention, with customer satisfaction serving as a mediating variable among consumers of AEON DP Mall Semarang. A quantitative research approach was employed using a survey method, with data collected through questionnaires distributed to AEON DP Mall Semarang consumers. The data were analyzed using Structural Equation Modeling (SEM) with the assistance of AMOS software.

The results reveal that brand image, service quality, and perceived value have positive and significant effects on customer satisfaction. Furthermore, service quality, perceived value, and customer satisfaction have positive and significant effects on repurchase intention, whereas brand image does not have a significant direct effect on repurchase intention. Customer satisfaction was found to fully mediate the relationship between brand image and repurchase intention, while partially mediating the relationships between service quality and repurchase intention as well as perceived value and repurchase intention. These findings underscore the importance of enhancing service quality and perceived value in order to improve customer satisfaction and encourage repurchase intention.

Keywords: brand image, service quality, perceived value, customer satisfaction, repurchase intention

