

ABSTRACT

As time goes by, transportation becomes one of the main needs to support activity. The development of taxi services continues occur in various major cities, especially Semarang. This is indicated by the increasing company that doing those business. The number of choices raises high expectations for service providers from consumers.

The purpose of this study is to know the effect of corporate image, service quality, and price perceptions on the repurchase intention of New Atlas Taxi Semarang, with customer satisfaction as intervening variable.

The technique used in this research is Non-Probability Sampling with purposive sampling approach, that is New Atlas Taxi's customers who has been using New Atlas Taxi service within the last 1 year. The sample in this research is 100 respondents. Data collection was done by using questionnaire. The technique of analysis and interpretation of data using Multiple Regression Analysis, according to the model developed in this research, the operation through SPSS program version 23.

The results show that company image, service quality, and price perception have a positive and significant effect on customer satisfaction. Service quality has the highest influence on customer satisfaction. Then, company image, service quality, price perception, and customer satisfaction have a positive and significant effect on repurchase intention. Service quality has the highest influence on repurchase intention

Keywords: *company image, service quality, price perception, customer satisfaction, repurchase intention.*