ABSTRACT

The purpose of this research is to discover whether service quality, location, price, and facilities influence repurchase consumer of Levi Auto Semarang. Analyzing which of those four elements that becomes the most dominant factor in influencing repurchase. Research's population refers to all of the consumer Levi Auto Semarang, this research focuses on 71 respondents Using non probability sampling as the method.

Based on the result, it is obtained a regression equation of $\mathbf{Y = 0{,}306X_1 + 0{,}315X_2 + 0{,}209X_3 + 0{,}289\ X_4}$ *According to the statistics, indicators used in this research are valid and its variables are reliable. On the subject of classic assumption testing, the regression model is free from multicollinearity and heteroscedasticity, and is normally distributed.*

The most influential variable from individual order of each variables is location , with regression coefficient of 0,315. This is followed by service quality with regression coefficient of 0,306.Then facilities with regression coefficient 0,289.Meanwhile, the least influential variable is price with regression coefficient of 0,209. This equation model has F-statistics of 21,956 and with signification level of 0,000. A this point, with smaller signification level from α (0,05) This indicates that the independent variable in this research is also as influential as dependent variable, which is repurchase.

Levi Auto need to increase of service quality, location is strategic but would be better if looking for more strategic location, keeping the price policy and improve facilities to increase repurchase consumer.

Key words : Service Quality, Location, Price, facilities, Repurchase