

ABSTRACT

This study aims to provide solutions to the problems experienced by IM3 because of decreased level in sales and market share on 2012 in Indonesia by testing the effect of price, product quality and service to increase repurchase intention.

The sample in this study amounted to 96 people taken from IM3 users at Diponegoro University which is currently using IM3 and has visited The Galery Indosat Semarang.

By using multiple linear regression calculated with Statistical Package for Social Science (SPSS) software for windows, the results showed that the price, product quality and service has a significant and positive impact towards increase repurchase intention, and also showed that the product quality provide the greatest influence. Therefore, the implication suggested in this study requires IM3 to further improve the product quality followed by improvements in price and service quality, so that it could create a high repurchase intention.

Keywords : price, product quality, service quality, and repurchase intention