

Abstract

In a high level of competitive environment, every business must maintain repurchase intention among their customer. This study, therefore, intent to search several variables' effect which is probably able to rise repurchase intention. The study used several customer of CV. Mukti Manunggal as sample. Data analyze instrument used by the writer is SPSS 16.

Data analyze result shows that the research model has well appropriateness and all hypothesis of the study are able to be evidenced. Summary said that customer trust and service quality are positively effected to customer attitude and customer attitude effected to repurchase decision.

Based on the result of the study, managerial implication given to the company is suggestion or input to management of CV. Mukti Manunggal to give more concern at the service quality, as it is the most dominant factor effected to customer attitude.

Keywords: costumer trust, service quality, customer attitude, repurchase decision