

## **ABSTRACT**

*This study aims to provide solutions to the problems experienced by Nokia, because of decreased level in sales, market share, and user dissatisfaction on 2010 in Indonesia by testing the effect of product quality and service quality on customer satisfaction to increase repurchase intention.*

*The sample in this study amounted to 96 people taken from Nokia users in Semarang, which is currently using Nokia and has visited The Nokia Care Center Semarang.*

*By using 2-stage regression through the software of Statistical Package of Social Science (SPSS) for windows, the results showed that the product quality and service quality has a significant and positive impact on customer satisfaction to increase repurchase intention, and also showed that the service quality provide the greatest influence. Therefore, the implications suggested in this study requires Nokia to further improve the service quality, so that it could create a high customer satisfaction and high repurchase intention too.*

*Keywords: product quality, service quality, customer satisfaction, and repurchase intention*