ABSTRACT

Starbucks is a pioneer of coffee shops in Indonesia. The entry of the United States coffee shops brought a big impact to the development of coffee shops in Indonesia. The number of coffee shops in Indonesia can encourage Starbucks to improve performance in order to survive the competition. One of them by increasing repurchase intention on Starbucks products.

This study aims to analyze how much influence the quality of service, product quality, store atmosphere, and brand image on repurchase interest through Starbucks customer satisfaction in Semarang. The population used in this study is customers who have come and bought Starbucks products in Semarang. The sample used was 200 respondents. The sample collection methods used was accidental sampling. Data collection methods were used questionnaires. This research uses Structural Equation Modeling (SEM) analysis with AMOS 24.0 analysis tools.

The results of this study show that service quality, product quality, and brand image has a positive and significant effect on customer satisfaction. While store atmosphere has negative and insignificant effect on customer satisfaction. Moreover, store atmosphere and customer satisfaction also has a positive and significant effect on repurchase intention. While service quality, product quality, and brand image has negative and insignificant effect on repurchase intention.

Keywords: *Service Quality, Product Quality, Store Atmosphere, Brand Image, Customer Satisfaction, Repurchase Intention*