

**THE ROLE OF PRICE, SERVICE QUALITY,  
BRAND IMAGE AND CUSTOMERS  
SATISFACTION IN BUILDING REPURCHASE  
INTENTION AMONG LION AIR CUSTOMERS  
IN SEMARANG**



**BACHELOR THESIS**

Proposed as one of the requirements to complete the  
bachelor degree program in the Faculty of Economics and Business  
Diponegoro University

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**FACULTY OF ECONOMICS AND BUSINESS  
DIPONEGORO UNIVERSITY  
SEMARANG  
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