

ABSTRACT

The purpose of this study is to analyze the effect of service quality and trust in repurchase interest with customer satisfaction as an intervening variable (a study on the consumer of Zirang Utama Kudus Spare Parts). The population of this research are buyers and customers of Karya Zirang Utama Kudus Spare Parts. The sampling technique used was accidental sampling, data collection using observations, questionnaires and documentation. Data taken were 152 questionnaires consisting of 98 male respondents and 54 female respondents. Data processing and analysis using SEM (Structural Equation Modeling). The results of this study indicate that service quality has a significant positive effect on customer trust, there is an effect of service quality on consumer repurchase interests of Karya Zirang Utama Kudus Spare Parts, there is an influence of trust on consumer repurchase interest of Karya Zirang Utama Kudus Spare Parts, service quality has an influence on interest in repurchasing through customer satisfaction Karya Zirang Utama Kudus Spare Parts, trust has a positive effect on repurchase interest through consumer satisfaction Karya Zirang Utama Kudus Spare Parts. The implication in this research is the suggestion for the management of Karya Zirang Utama Kudus Spare Parts to increase employee knowledge related to the specifications of the products sold so that employees are able to answer all customer questions well and smoothly. Establish company policies so that employees arrive early before store hours open so employees can prepare everything before the store is ready to open.

Keywords: *Service quality, trust, repurchase intention, customer satisfaction*