

ABSTRACT

Business continues to grow then make needs and desires of human changed from time to time. Companies must create new marketing strategies to maintain the remaining market and get higher customer. This study aims to analyze the effect of service quality, product quality and store location on repurchase intention through customer satisfaction as an intervening variable.

The population in this study is the consumer of the optic Duta Kacamata Banjarsari. The number of samples used was 150 respondents and selected by purposive sampling method. Data obtained from the questionnaire were then analyzed using the AMOS program.

The results of this study indicate that service quality, product quality and store location have a positive effect on customer satisfaction. Furthermore, customer satisfaction also has a positive effect on consumer repurchase intention. The most influential process for increasing repurchase intention in Duta Kacamata is product quality that affects consumer satisfaction as a determinant of success in increasing consumer repurchase intention.

Keywords: service quality, product quality, store location, customer satisfaction, repurchase intention