

## **ABSTRACT**

Customer satisfaction has been certain to be important in marketing domain. It is expected that customer satisfaction will lead to repurchase intention. Therefore, this research examines the factors impacting on repurchase intention. Those suspected factors are service quality, perceived price, complaint handling, and customer satisfaction.

Data collection is obtained from 140 respondents who were asked to participate in interviews under specifically designed questionnaires in order to gain the information about service quality, perceived price, complaint handling, customer satisfaction, and repurchase intention. Then, data collection is analyzed using the Structural Equation Modeling (SEM) technique.

The result of the hypothetical test under the SEM method shows that service quality significantly and positively affects customer satisfaction, perceived price significantly and positively affects customer satisfaction, customer handling significantly and positively affects customer satisfaction, and customer satisfaction significantly and positively impacts repurchase intention. Based on the results, there are some managerial implications to be suggested as the efforts to improve the repurchase intention through the customer satisfaction. Those implications are optimizing the perceived price, followed by improving the service quality and the complaint handling.

**Keywords : service quality, perceived price, complaint handling, customer satisfaction, repurchase intention**