

ABSTRACT

The purpose of this research is to test the influences of service delivery and facility available on customer delight to increase rebuying intention. Using these variables, the usage of these variables are able to solve the arising problem within Omah pedes mbok mase. Statement problem of this research is how to increase rebuying intention?

The samples size of this research is 100 customers Omah pedes mbok mase. Using the Multiple Linear Analysis. The results show that service delivery and facility available on customer delight to increase rebuying intention.

The effect of service delivery on customer delight are significan.

- The effect of service delivery on rebuying intention are significant.*
- The effect of facility available on customer delight are significant.*
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Keywords: service delivery, facility available, customer delight, and rebuying intention.