

ABSTRACT

The emergence of Indihome was the beginning of the birth of many similar businesses. People are starting to be smart in comparing the benefits they get from using one product with another. Consumer dissatisfaction is one of the reasons they turn away. Thus the company must be able to implement strategies to increase consumer interest in using Indihome again.

This study aims to analyze the effects of service quality, brand image, trust, and customer satisfaction in increasing repurchase interest at Indihome. The data collection method used was purposive sampling. This study was tested using 136 samples collected through a questionnaire and aimed specifically at consumers who have used Indihome in Semarang. The collected data were processed using SEM (Structural Equation Modeling) analysis by testing eight hypotheses through the AMOS..

The results of data processing indicate that service quality has a positive and significant effect on brand image, trust, customer satisfaction, and repurchase interest. Customer trust and satisfaction have a positive and significant effect on repurchase interest. Meanwhile, brand image has a positive but not significant effect on repurchase interest. The results also show that service quality, through customer satisfaction, has the strongest influence on repurchase interest. So, to increase repurchase interest, Indihome must improve service quality and customer satisfaction.

Keywords: Service Quality,, Brand Image, Trust, Customer Satisfaction, Repurchase

Interest