

ABSTRACT

This study aims to analyze the factors that influence customer satisfaction and repurchase interest at the Cangkiran Building Store Semarang. Sources of data used in this study is primary data. The sampling technique was random sampling with the type of census. The level measurement used is the interval level. The research uses quantitative data represented by numbers, or numbers that are processed using mathematical calculation techniques or statistical measurement scales. The population used is customers who have shopped more than 3 times at TB Cangkiran Semarang. The sampling technique used in this study was purposive sampling method.

In this study, it was processed using Structural Equation Modeling (SEM) with the help of AMOS 22 Software. The hypothetical variables used in this study were the first effect of price promotion perception on product quality, secondly the effect of price promotion perception on service quality, thirdly the effect of product quality on satisfaction customer satisfaction, the fourth influence of service quality on customer satisfaction, and the fifth influence of customer satisfaction on repurchase interest. The results showed that the five hypotheses showed positive and acceptable results. The theoretical implication shows that physical appearance (store layout condition) and assurance (comfort and trust) are the right media to increase perceptions of service quality. The managerial implication by offering a discount is that it is expected to increase customer repurchase interest at TB Cangkiran Semarang.

Keywords: *Building Materials, Customer Satisfaction, Service Quality, Product Quality, Repurchase Interest, Structural Equation Modeling (SEM)*