

ABSTRACT

The purpose of this research was to test the influences of employee hospitality, SPBU image, complete fascility toward customer satisfaction to increase rebuying intention. The usage of these variables was able to solve the arising problem within SPBU Alvia Brother's Sampang Madura.

The samples of this research consisted of a hundred customers on SPBU Alvia Brother's Sampang Madura. The analysis technique used here is multiple regression with the least square difference and hypothesis test using t-statistic to examine partial regression coefficient and f-statistic to examine the mean of mutual effect with level of significance 5%. In addition, classical assumption was also performed including normality test, multicollinearity test, and heteroscedasticity test.

The result of the analysis showed that employee hospitality, SPBU image, complete fascility an positive influence, which is significant to customer satisfaction and rebuying intention. The empirical result indicated that to increase rebuying intention of SPBU Alvia Brothers Sampang Madura, management need to pay attention on factors like employee hospitality, SPBU image, and complete fascility, because that is the factors that effect high or low level of rebuying intention.

Key Words : employee hospitality, SPBU image, complete fascility, customer satisfaction and rebuying intention