

ABSTRACT

This study aims to analyze the effect of service quality, trust, and perceived value on repurchase intention through customer satisfaction as an intervening variable at Indosat Ooredoo, one of the telecommunications facilities in the city of Semarang.

The population used in this study were Indosat Ooredoo starter pack customers in Semarang who had been using the SIM card for more than 3 months. The number of samples used was 125 respondents. The data collection method in this research is by distributing questionnaires. This study uses Structural Equation Modelling (SEM) analysis technique using the AMOS 24.0 analysis tool.

The results of this study indicate that service quality has a positive and significant effect on customer satisfaction, trust has a positive and significant effect on customer satisfaction, perceived value has a positive and significant effect on customer satisfaction, service quality has a positive and significant on repurchase intention, perceived value has a positive and significant effect on repurchase intention, and customer satisfaction has a positive and significant effect on repurchase intention.

Keywords: *Service Quality, Trust, Perceived Value, Customer Satisfaction, and Repurchase Intention.*