

ABSTRACT

This study aims to analyze the effect of value, sales promotion, and service quality on repurchase intention with customer satisfaction as a mediating variable. This study consists of three independent variables, one dependent variable and one mediating variable. The independent variables in this study are value, sales promotion, and service quality. The dependent variable in this study is repurchase intention. The mediating variable in this study is customer satisfaction.

The population in this study were users of Avoskin products in the city of Semarang. The sample used is the entire population of 160 respondents. Data collection techniques were carried out using a questionnaire. Analysis of research data using SEM (Structural Equation Modeling) analysis which is operated through the AMOS 24.0.

The results of this study indicate that consumer satisfaction has a positive effect on repurchase intention. Value has a positive effect on purchase intention. Sales promotion has a positive effect on repurchase intention. Service quality has a positive effect on purchase intention. Value has a positive effect on customer satisfaction. Sales promotion has a positive effect on customer satisfaction. Service quality has a positive effect on customer satisfaction.

Keywords: value, service quality, sales promotion, customer satisfaction, repurchase intention