

ABSTRACT

Yamaha motorcycles are one of the product of PT Yamaha Flagship Shop Indonesia, a dealer that has an official Yamaha workshop in Indonesia, which provides a variety kind of two-wheeled motorized vehicle products from Yamaha. Along with the development of the current era, transportation is needed to support people mobility. Based on the pre-survey results, found that this phenomenon affects Yamaha in improving quality and winning the competition in the transportation product market. This study aims to analyze the effect of information quality, service quality and product quality on repeat purchases through consumer satisfaction as a mediating variable.

This research used 100 respondents who used Yamaha motorcycles in Semarang. The sampling method used in this study is the non-probability sampling method with purposive sampling technique. The Collecting data used quantitative method with questionnaire as media. This research examines the hypothesis by using Structural Equation Modeling (SEM).

The results of this research shows that information quality, service quality, and product quality have a positive and significant effect on consumer satisfaction (as an intervening variable) and consumer satisfaction has a positive and significant effect on repeat purchases.

Keywords: Information Quality, Service Quality, Product Quality, Consumer Satisfaction, Repeat Purchase.