

## **ABSTRACT**

*The problem that occurs is the interest in repurchasing Rindu Coffee, Tembalang, which is indicated by the decline in sales turnover of Rindu Coffee, Tembalang during the past year. Based on the results of customer complaints, it was found that there was dissatisfaction from customers of Rindu Coffee, Tembalang, which was allegedly caused by perceptions of product quality and perceptions of service quality. This is also supported by the existence of gap research from the contradictory results of previous research. The purpose of this study was to analyze the effect of perceived product quality and perceived service quality on customer satisfaction and customer repurchase interest in Rindu Coffee, Tembalang.*

*The population chosen in this study were all customers of Rindu Coffee, Tembalang. The number of samples used in this study were 96 customers of Rindu Coffee, Tembalang who had made purchases at Rindu Coffee more than twice in the past month. The sampling technique in this study was purposive sampling method. The data collection method is by using a questionnaire. The data analysis method used is path analysis.*

*Based on the research, perceptions of product quality and perceptions of service quality have a positive effect on customer satisfaction and customer repurchase interest in Rindu Coffee, Tembalang.*

*Keywords: perceptions of product quality, perceptions of service quality, customer satisfaction, repurchase intention.*