

ABSTRACT

The purpose of this research is to test the influences of quality of service on perceived value and brand preference to increase repurchase intention. Using these variables, the usage of these variables are able to solve the arising problem within Rendezvous Karaoke and Lounge Semarang. Statement of this problem is how increase repurchase intention?

The population size of this research is customers Rendezvous Karaoke and Lounge Semarang. The samples size of this research is 109 customers Rendezvous Karaoke and Lounge Semarang. Using the Structural Equation Modeling (SEM). The results show that quality of service on perceived value and brand preference to increase repurchase intention.

The effect of quality of service on perceived value are significant; the effect of quality of service on repurchase intention are significant; the effect of quality of service on brand preference are significant; the effect of perceived value on brand preference are significant; the effect on perceived value on repurchase intention are insignificant and the effect on brand preference on repurchase intention are significant

Keywords: quality of service, perceived value, brand preference and repurchase intention.