

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan terhadap *repurchase intention* melalui kepuasan pelanggan. Populasi yang digunakan dalam penelitian ini yaitu konsumen PT Toyota Liek Motor. Teknik pengambilan sampel menggunakan *simple random sampling* dengan jumlah 100 responden. Teknik analisis data dalam penelitian ini menggunakan metode analisis jalur (*path analysis*) .

Hasil penelitian ini menunjukkan bahwa: (1) kualitas pelayanan berpengaruh signifikan terhadap kepuasan pelanggan; (2) kepuasan pelanggan berpengaruh signifikan terhadap *repurchase intention*; (3) kualitas layanan tidak berpengaruh signifikan terhadap *repurchase intention*; (4) kepuasan pelanggan memediasi pengaruh kualitas pelayanan terhadap *repurchase intention*.

Kata Kunci : Kualitas Pelayanan, Kepuasan Pelanggan, *Repurchase Intention*



ABSTRACT

This study aimed to determine the effect of service quality on repurchase intention through customer satisfaction. The population used in this research is consumers of PT Toyota Liek Motor. The sampling technique used simple random sampling with a total of 100 respondents. The data analysis technique in this study uses the path analysis method. The results of this study indicate that: (1) service quality has a significant effect on customer satisfaction; (2) customer satisfaction has a significant effect on repurchase intention; (3) service quality has no significant effect on repurchase intention; and (4) customer satisfaction mediates the effect of service quality on repurchase intention.

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



