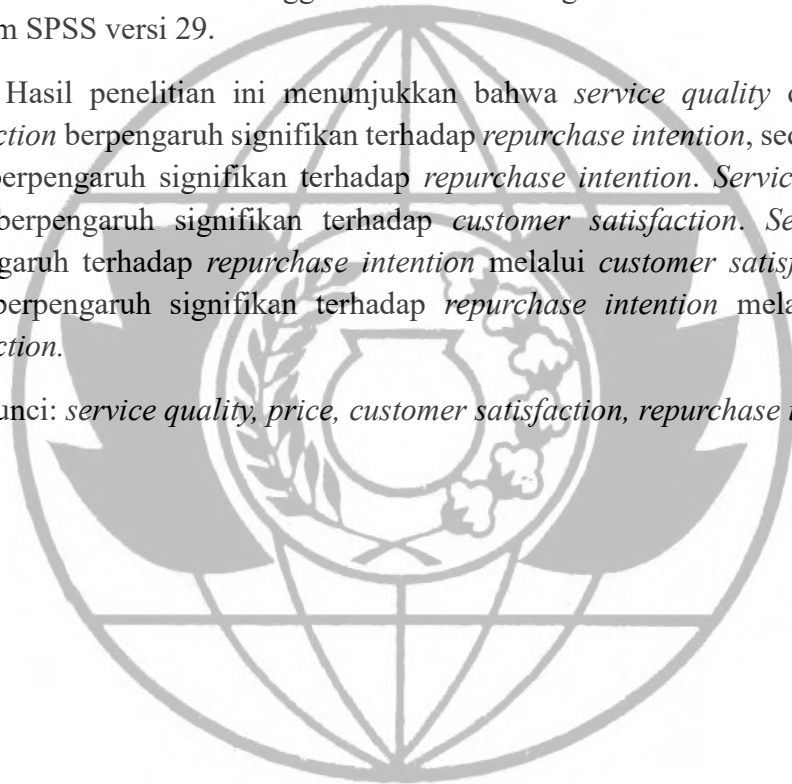


## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Service quality* dan *price* terhadap *repurchase intention* dimediasi *customer satisfaction* pada konsumen SuperIndo cabang meyjen HR Muhammad Surabaya. Jenis penelitian ini adalah penelitian kuantitatif. Populasi penelitian adalah konsumen SuperIndo yang jumlah anggota populasinya besar dan tidak diketahui sehingga disebut Infinit. Berdasarkan rumus *Lemeshow* didapatkan jumlah sebanyak 97,6 yang dibulatkan menjadi 98 orang. Teknik pengumpulan data menggunakan penyebaran kuesioner dengan teknik analisis menggunakan analisis regresi mediasi dengan bantuan program SPSS versi 29.

Hasil penelitian ini menunjukkan bahwa *service quality* dan *customer satisfaction* berpengaruh signifikan terhadap *repurchase intention*, sedangkan *price* tidak berpengaruh signifikan terhadap *repurchase intention*. *Service quality* dan *price* berpengaruh signifikan terhadap *customer satisfaction*. *Service quality* berpengaruh terhadap *repurchase intention* melalui *customer satisfaction*. *Price* tidak berpengaruh signifikan terhadap *repurchase intention* melalui *customer satisfaction*.

Kata kunci: *service quality, price, customer satisfaction, repurchase intention*.



## ABSTRACT

*This research aimed to find out the effect of service quality and price on repurchasing intention which was mediated by customers' satisfaction with SuperIndo, a branch of Mayjen HR. Muhammad Surabaya. Moreover, the population was consumers of SuperIndo with bigger and unknown numbers (infinite). In line with that, with Lemeshow, the sample from 97.6 changed to 98. Furthermore, the instrument in the data collection technique was a questionnaire. The data analysis technique used mediation regression with the SPSS 29 version.*

*The result concluded that both service quality and customers' satisfaction had a significant effect on repurchasing intention. On the other hand, the price had an insignificant effect on repurchasing intention. In contrast, service quality as well as price had a significant effect on customers' satisfaction. Additionally, service quality affected repurchasing intention through customers' satisfaction. However, the price had an insignificant effect on repurchasing intention through customers' satisfaction with SuperIndo, a branch of Mayjen HR. Muhammad Surabaya.*

**Keywords:** *Service Quality, Customers' Satisfaction, Repurchasing Intention*

I certify that this translation is true and accurate. Prepared by a professional translator. This translation is provided on this day—

27/2/24

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