

**THE EFFECT OF PRICE, CUSTOMER SATISFACTION
AND SERVICE QUALITY ON THE REPURCHASE INTENTIONS
(Study on Customers of AHASS 02615 Lesan Puro 2)**

ABSTRACT

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This research is motivated by an increase in the customers of AHASS 02615 Lesan Puro 2. This study is intended to analyze, find out and explain the effect of price, customer satisfaction and service quality on repurchase intentions in AHASS 02615 Lesan Puro 2. The population in this study is service users AHASS 02615 Lesan Puro 2. While the samples in this study were 100 people taken using purposive sampling techniques. Data analysis method in this research uses multiple linear regression analysis. From the results of the study found that the variable price, customer satisfaction and service quality has a positive effect on the variable repurchase intentions. The conclusion of this study is that the more affordable the price is given, the higher in repurchase intentions, the higher the customer satisfaction, the higher in repurchase intentions, and the better the quality of service, the higher in repurchase intentions.

Keywords: Price, Customer Satisfaction, Service Quality, Repurchase Intentions.