

ABSTRACT

Bakso Boedjangan Burangrang branch offer concept of decoration, service, and different promotion from other bakso places. However, in the implementation there are problems related to the service quality and sales promotions made by Bakso Boedjangan Burangrang branch. The purpose of this study is to determine the effect of service quality and sales promotion of partial and simultaneous repurchase intention.

The method used in this research is quantitative methods with descriptive, causal analysis, and multiple linear regression analysis. Population in this research is consumer of Bakso Boedjangan Burangrang branch in Januari to Mei 2017 as many as 29.655 with 400 respondent.

The results of partially hypothesis test, the results showed that each of service quality positif and significantly influenced to repurchase intention, partial influence value that is equal to 2.7%, and sales promotion variables have a positive and significant impact on the repurchase intention, partial influence value of 1.8%. Based on the results of simultaneous hypothesis test, service quality and sales promotion positif and significantly influence to repurchase intention, this is proofed by $F_{count} > F_{table}$ ($9,458 > 3,02$) with a significance level of $0,000 < 0,05$. Based on coefficient determination showed that service quality and sales promotion to repurchase intention was able to explain 4,5% and the remaining 95,5% was influenced by other factors such not examined in this research.

The conclusion of this research, the service quality at Bakso Boedjangan branch of Burangrang has entered into good category, but there are some items that need to be considered such as parking space and accuracy of employees in serving services, the promotion of sales into the category is quite good, but there are items that need to be done again in order to attract consumer repurchase intention is the sample of promotion.

Keywords: Service Quality, Sales Promotion, Repurchase Intention.