

ABSTRACT

The company can survive if the response from their customers to the products gets a good response in the market. Customer satisfaction is an important component because it can encourage repeat purchases that provide positive benefits for the company. This study aims to determine what dimensions have a significant effect on the repurchase intention of Somethinc's products.

Customer satisfaction is a feeling of pleasure or disappointment of customers that arises after comparing the product results expected by the customer with the performance of the product produced by the company. On the other hand, repurchase interest can be interpreted as customer behavior that gives a positive response to what has been given by a company and is interested in visiting or purchasing or consuming products from the company. The independent variables used in this study is Customer Satisfaction which are Product Quality, Price, Service Quality, Emotion, and Ease. While the dependent variable in this study is repurchase Interest.

The method used in this study is quantitative descriptive type with multiple linear regression as a data analysis technique. The sampling technique used in Non-Probability Sampling with Purposive Sampling Method. This study managed to collect 300 respondents with survey method.

The descriptive analysis that has been successfully summarized states that the Product Quality gets an average percentage of 83.37% and included in the good category. as well as Price (76.47%), Service Quality (83.49%) and Repurchase Interest (83.82%) which fall into the good category. for the variables Emotion (87.13%) and Ease (90.27%) into the very good category.

The conclusion of this study is that five (5) dimensions of customer satisfaction, namely Product Quality, Price, Service Quality, Emotion, and Ease have a positive and significant effect on Repurchase Interest.