

THE EFFECT OF PERCEIVED QUALITY, BRAND IMAGE ON CUSTOMER SATISFACTION AND BRAND AWARENESS TOWARD REPURCHASE INTENTION

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Abstract	<p>The purpose of this study is to analyze the factors that affect the repurchase intention, which is brand awareness and customer satisfaction, and the customer satisfaction affected by perceived quality and brand image. The population in this study is Indocafe coffee consumers in Purwokerto. The total number of samples that used in this study was 120 respondents by using convenience sampling. The measurement of variables in this research using Likert's scale and hypothesis testing using Structural Equational Modeling (SEM). Based on the result of this study, the average of respondent is male between the ages of 20-30 years old and the favorite is Indocafe Coffeemix 3 in 1. The result shows that (1) Perceived quality has a positive effect on customer satisfaction, (2) Brand image has a positive effect on customer satisfaction, (3) Customer satisfaction has a positive effect on brand awareness, (4) Customer satisfaction has a positive effect on repurchase intention, and (5) Brand awareness has a positive effect on repurchase intention. a. Perceived quality is a factor that affects the customer satisfaction and impacts the repurchase intention. By maintaining the quality of taste and aroma of Indocafe coffee consumers will be more satisfied and have an impact on future intention.</p>
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