

ABSTRACT

Technology is a driving factor in the process of globalization. Technology start accelerated from 25 years ago. Start from 23 years ago the first Internet commercialized, 22 years ago was created first mobile phone with Internet connectivity. Before, when people want to access internet they use computer but now the computer era already change (although people still used it also), change into Smartphone era. Samsung is one the smartphone brand that common use by people. Samsung has several type of Smartphone that lead Samsung to success. One of success product produce by Samsung are the Samsung Galaxy S. The latest smartphone by Samsung launched in 2017, the Samsung Galaxy S8 and S8+ are the latest in the range.

The purpose of this study was to determine the effect of Corporate Image, Product Quality, Service Quality, Perceived Risk, Price Consciousness toward Repurchase Intention. The expected benefits of this research is to increase the repertoire of knowledge in the field of management, especially how large the influence of Corporate Image, Product Quality, Service Quality, Perceived Risk, Price Consciousness so as to increase Repurchase Intention that will eventually form the success of the Samsung in the long run.

This study is causal. The method used is quantitative methods of processing the data using AMOS. Data was collected by distributing questionnaires to 140 respondents with the characteristics aged 18-65 years, Samsung Galaxy S8 user and have knowledge about Samsung's smartphone, live in Surabaya.

The result showed that *Corporate Image* and *Product Quality* showed positive results with the C.R. value of 1.383 and regression coefficient value of 0,247; between *Corporate Image* and *Repurchase Intention* showed positive results with the C.R. value of 1.951 and regression coefficient value of 0,303; between *Service Quality* and *Product Quality* showed significant positive results with the C.R. value of 2.184 and regression coefficient value of 0,340; between *Service Quality* and *Repurchase Intention* showed significant positive results with the C.R. value of 3.392 and regression coefficient value of 0,468; *Product Quality* and *Perceived Risk* showed significant positive results with the C.R. value of 2.129 and regression coefficient value of 0,227; *Product Quality* and *Repurchase Intention* showed significant positive results with the C.R. value of 2.241 and regression coefficient value of 0,262; *Perceived Risk* and *Price Consciousness* showed significant positive results with the C.R. value of 3.953 and regression coefficient value of 0.393; *Perceived Risk* and *Repurchase Intention* showed negative results with the C.R. value of -0.578 and regression coefficient value of -0.048; *Price Consciousness* and *Repurchase Intention* showed negative results with the C.R. value of -1.241 and regression coefficient value of -0.108.

Key word: *Corporate Image, Product Quality, Service Quality, Perceived Risk, Price Consciousness and Repurchase Intention.*