

# THE INFLUENCE OF CUSTOMER SATISFACTION ON REPURCHASE INTENTION AT KILLINEY KOPITIAM RESTAURANT, SYDNEY, AUSTRALIA

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## ABSTRACT

*The influence of customer satisfaction on repurchase intention is crucial for the success of businesses in the service industry. This study examines the relationship between customer satisfaction and repurchase intention at Killiney Kopitiam, a renowned Singaporean restaurant in Sydney, Australia. Using a qualitative and quantitative approach, data were collected through a structured questionnaire from customers, and assessing satisfaction across various dimensions. Statistical analysis was conducted to explore this relationship. The findings provide valuable insights into the factors impacting customer satisfaction and repurchase intention at Killiney Kopitiam, benefiting the restaurant's management in enhancing services and cultivating customer loyalty. This research contributes to the existing knowledge of customer satisfaction in the restaurant industry, particularly in multicultural urban environments. The implications extend beyond Killiney Kopitiam, offering insights for similar restaurants aiming to improve customer satisfaction and increase repurchase intention. Optimizing customer satisfaction enables restaurants to gain a competitive advantage and achieve long-term success in the dynamic market.*

**Keywords:** *Killiney Kopitiam, Customer satisfaction, Repurchase intention, Restaurant industry, Service quality*

# **PENGARUH KEPUASAN PELANGGAN TERHADAP REPURCHASE INTENTION PADA RESTORAN KILLINEY KOPITIAM SYDNEY, AUSTRALIA**

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## **ABSTRAK**

Pengaruh kepuasan pelanggan terhadap niat beli kembali sangat penting bagi keberhasilan bisnis di industri jasa. Penelitian ini menguji hubungan antara kepuasan pelanggan dan niat membeli kembali di Killiney Kopitiam, sebuah restoran asal Singapura terkenal di Sydney, Australia. Menggunakan pendekatan kualitatif dan kuantitatif, data dikumpulkan melalui kuesioner terstruktur dari pelanggan, dan menilai kepuasan di berbagai dimensi. Analisis statistik dilakukan untuk mengeksplorasi hubungan ini. Temuan ini memberikan wawasan berharga tentang faktor-faktor yang mempengaruhi kepuasan pelanggan dan niat membeli kembali di Killiney Kopitiam, yang menguntungkan manajemen restoran dalam meningkatkan layanan dan memupuk loyalitas pelanggan. Penelitian ini berkontribusi pada pengetahuan yang ada tentang kepuasan pelanggan di industri restoran, khususnya di lingkungan perkotaan yang multikultural. Implikasinya melampaui Killiney Kopitiam, menawarkan wawasan untuk restoran serupa yang bertujuan untuk meningkatkan kepuasan pelanggan dan meningkatkan niat pembelian kembali. Mengoptimalkan kepuasan pelanggan memungkinkan restoran memperoleh keunggulan kompetitif dan mencapai kesuksesan jangka panjang di pasar yang dinamis.

**Kata Kunci:** Killiney Kopitiam, Kepuasan Pelanggan, Niat Beli Ulang, Industri Restoran, Kualitas Layanan