

ABSTRACT

Nowadays, most of business are expanding, particularly in culinary industry. The emergence of various types of restaurants that exist in Indonesia, especially in Surabaya, is a form of the development of the culinary business. Running business in culinary industry is a business that promising profits. This is because food is a primary need that is required by all living beings, such as human, animal, and plant. For entrepreneurs that engaged in the culinary industry, as they wish to withstand the competition, they need to improve Customer's Repurchase Intention. This study aimed to analyze the influence of variables Product, Price, Distribution/ Place, Promotion, People, Process, Physical Evidence, and Customer Satisfaction Against Repurchase Intention in JCO Donut Surabaya.

The sample used in this study is based on data from 160 respondents, which is male and female that live in Surabaya, and their age limit is between 18-60 years old, and making purchases for more than once within a period of six (6) months. For processing and analyzing the data in this research is by using SPSS software. Statistical analysis showed that the product and service solutions (SPSS) with software version 22.0 is used to process the data.

The empirical findings indicate that the relationship of the Customer Satisfaction towards Repurchase Intention has the highest amount of regression coefficient with 0.536 as the value. Other variables, such as Product, Price, Place, Promotion, People, Process, and Physical Evidence has positive and significant impact on customer satisfaction.

Keywords: Product, Price, Place, Promotion, People, Process, Physical Evidence, Customer Satisfaction, and Repurchase Intention.