

ABSTRACT

Sustainability is the goal of all company exists in the business world. Repurchase intention is one of the success factors affecting sustainability. There are several requirements that must be good to meet good repurchase intention too, such as perceived enjoyment, trust and satisfaction. Therefore, confirmation also affected by indirectly through satisfaction. Food industry classified as some industry at fast turning of money, because mostly food will be paid in cash. So food industry sometimes reach top in people mind when opening a business. Canteen 1 is one real example of that food industry. This research designed to analyze the influence of confirmation via satisfaction, trust and perceived enjoyment to repurchase intention of Canteen 1 in Surabaya with satisfaction as intervening variable. Sample used is 103 respondents, with the characteristics of age between 15 to 20, living in Surabaya, student of Petra 1 Senior High School and a buyer of Canteen 1. All of the hypotheses will be tested using Structural Equation Modeling (SEM) with AMOS 16.0 as the software. The results shows that all of the hypothesis is accepted with high significance level, except the first hypothesis, that is direct effect of trust to repurchase intention which is not significant.

Keyword: *Satisfaction, trust, confirmation, perceived enjoyment, repurchase intention*