

ABSTRACT

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THE IMPACT OF SERVICE QUALITY, PERCEIVED VALUE, CUSTOMER SATISFACTION TOWARDS REPURCHASE INTENTION OF STARBUCKS IN SOUTH KOREA

(v, 111pages; 6 figures; 20tables; 11appendices)

This study aims to understand the influence of service quality and perceived value on the relationship between customer satisfaction and repurchase intention towards Starbucks in South Korea. The approach of this study is quantitative research with data collection method using the electronic questionnaires via Google form. The respondents of this study are customer who have been to Starbucks. This study used SmartPLS 3.3.2 for the measurement. The outer model consists of validity and reliability measurements, while the inner model consists of measurements of multicollinearity, R-square, T-statistics, and P- value tests. Furthermore, structural equation modelling was performed to test the construct relations in the theoretical framework of this study. The result of this study shows that although service quality does not have a direct significant influence towards repurchase intention, the existence of service quality combined with perceived value have an indirect influence towards the relationship of customer satisfaction and repurchase intention.

Keywords: *Service Quality; Perceived Value; Customer Satisfaction; Repurchase Intention*

References: 79 sources (1981 – 2020)