

## **DETERMINANTS OF CUSTOMER SATISFACTION AND THEIR IMPACT ON REPURCHASING AT READY-FOOD RESTAURANT IN SOUTH JAKARTA (MC DONALD, RECHEESE FACTORY, PIZZA HUT)**

**Gagih Pradini**

Universitas Nasional Jakarta, **INDONESIA**

**Rahayu Lestari**

Universitas Nasional Jakarta, **INDONESIA**

**Eddy Guridno**

Universitas Nasional Jakarta, **INDONESIA**

**Email:** eddy.guridno@civitas.unas.ac.id

### **ABSTRACT**

This study was conducted with the aim of proving "Determinants of satisfaction and their impact on repeat purchases at Fast Food Restaurants in South Jakarta (Mc Donald, Recheese Factory, Pizza Hut)". The purpose of this study is to conduct an analysis related to the repurchase process carried out by consumers at three Fast Food Restaurants through customer satisfaction. Sampling was based on the Purposeive Sampling technique, as many as 200 respondents in South Jakarta using proportional random sampling in Jakarta. The analysis used to determine the relationship between latent variables is the Structural Equation Modeling (SEM) method with the help of LISREL 8.70 software. Based on the results of the study, that product quality and price perception together have a significant effect on consumer satisfaction at fast food restaurants in South Jakarta. Partially, product quality has the most dominant influence on consumer satisfaction. Product quality, price perception, and consumer satisfaction jointly influence repeat purchases at fast food restaurants in South Jakarta. In this study, the most dominant variables influencing consumer repurchase decisions are through consumer satisfaction and product quality and price perception.

**Keywords:** Product Quality, Price Perception, Consumer Satisfaction, Repurchase Decisions.