

PENGARUH TRUST, PERCEIVED VALUE, BRAND IMAGE DAN
SATISFACTION TERHADAP REPURCHASE INTENTION BATIK AIR DI
JAKARTA DAN TANGERANG

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The aim of this research is to find out whether trust, perceived value, brand image and satisfaction give impacts on repurchase intention in flight industry. The samples are collected due to convenience sampling by giving out questionnaires to 122 customers of a flight company in Jakarta and Tangerang who have experience of using this flight for at least 2 times in last 5 years. The technique of data analysis used in this research study is multiple regression analysis and are needed to classical assumptions. The results are : (a) there is significant and positive effects between trust and repurchase intention; (b) perceived value do not create significant impact towards, repurchase intention; (c) brand image gives significant and positive effect to repurchase intention; (d) there is a significant and positive effects between satisfaction and repurchase intention.

Keywords : Trust, Perceived Value, Brand Image, Satisfaction, Repurchase Intention