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The Influence of Service Quality, Facilities, and Promotion on Customer Satisfaction and Implications on Repurchase Intention of Expedition Services

Adi Utama*[1]
Universitas Langlangbuana, Indonesia[1]
*Corresponding Email: adiutama2402@gmail.com

Abstract: Customer satisfaction will be built if the company improves service quality, this will enable customers to make repurchase intentions. This study aims to determine the influence of service quality, facilities and promotion on customer satisfaction and implications on repurchase intention. The research method used is descriptive quantitative. The sample was determined using a saturated sampling technique with 100 respondents. The results of the study indicate that partially service quality, facilities and promotion have an impact on customer satisfaction, service quality, Promotion and customer satisfaction partially influence repurchase intention.

INTRODUCTION

Repurchase intention is a consumer's intention that arises after making a purchase. This intention arises from the satisfaction obtained from the purchased product, followed by the consumer's tendency to say positive things about the product (Kotler & Keller, 2022). According to (Hutami et al., 2020), the level of consumer satisfaction can influence consumer intention to repurchase. Customer satisfaction is a post-purchase evaluation, where the purchased alternative at least matches or exceeds consumer expectations. Sukma & Murwanto (2023) state that factors influencing customer satisfaction that companies must consider are product quality, service quality, emotional state, price, and cost. Meanwhile, according to Hansopaheluwakan et al., (2022), another thing that digital businesses need to pay attention to in this post-normal era is not only going digital but also building strong relationships with customers to achieve e-customer satisfaction. Companies can use websites, social media, and mobile applications to achieve customer satisfaction. To determine the service quality provided by expedition services in Bandung City based on a pre-survey with good scores. The assessment of service quality is good but the satisfaction index for expedition services in Bandung City has decreased, thus indicating a gap theory because in theory customer satisfaction is a level at which the needs, desires and expectations of customers can be met which will result in repeat purchases or continued loyalty (Kotler & Keller, 2022).

Another factor influencing satisfaction is the facility aspect. Facilities are anything that can simplify and expedite work in an effort to provide optimal service quality. The facilities used by each company vary in form, type, and benefits. The larger the company's activities, the more complete the supporting facilities and facilities to support the quality of service provided by the company (Maulidiah et al., 2023). The facilities provided by expedition services in Bandung City, based on a pre-survey, are adequate and meet consumer expectations, although not in line with the results of the consumer satisfaction index. In research conducted by Rutjuhan & Ismunandar (2020), that facilities do not affect customer satisfaction, similarly research by Apriliani et al., (2022)

which shows that facilities do not affect customer satisfaction, this indicates a research gap that still needs to be reviewed. To maximize customer satisfaction, promotional factors can also influence consumer behavior in making repurchase intentions. According to Abdurrahman (2020), sales promotions are efforts made by companies to gain customer attention with the aim of increasing purchases of a product. A campaign is an activity that communicates the advantages of a product and encourages target consumers to purchase it (Guard et al., 2024). This is done through social media and the internet, as well as publicizing activities on social media and websites, and promoting the company.

Bouaddi & Khaldi, (2023) defines quality as the completeness of product or service features that are capable of satisfying specific needs. Venkatakrishnan et al., (2023) emphasize that service quality is a crucial component that must be considered in providing excellent service. Service quality is a central point for companies because it influences customer satisfaction, which arises when the service provided is of good quality.

Facilities are crucial for enhancing customer satisfaction, including customer comfort, meeting the needs and convenience of service users. Facilities are a service aspect that serves as a means of satisfying consumer needs and desires. According to (Väisänen et al., 2023), facilities are a fundamental factor that plays a crucial role in supporting consumer satisfaction. Facilities are company assets that act as intermediaries to facilitate the smooth implementation of business operations related to customers/consumers. In a service business or tourist attraction, facilities are crucial. Therefore, special attention must be paid to facilities, complete interior design, and cleanliness, especially those directly related to the visitor experience (Sariani & Lubis, 2024).

Promotion encompasses a deep understanding of consumer needs and preferences, as well as the journal's ability to adapt to changing market trends and demands (Ibrahim et al., 2025). Good promotion can design more effective marketing strategies and reach a wider audience, demonstrating that promotion is a key factor in determining success in attracting interest and encouraging purchasing decisions (Ismiatun et al., 2022).

Customer satisfaction refers to the extent to which customers respond to product quality in meeting their expectations. Customers purchase services, of course. According to Waruwu et al., (2022), *Customer satisfaction* is a post-purchase evaluation, where the purchased alternative is at least equal to or exceeds consumer expectations. According to Kotler & Keller (2022), in general, satisfaction is a feeling of disappointment or joy obtained by comparing product performance or perceived results, increasing high levels of *customer satisfaction* , preventing customer turnover, and customer price sensitivity, is expected to reduce the degree and reduce reduction costs. Marketing errors can reduce operational costs, this is caused by an increase in the number of customers, increased advertising effectiveness, and improved company reputation.

Repurchase intention demonstrates a tendency for consumers to repurchase products they need, share positive experiences about the product, and inform others about it (Pratiwi Indriasari et al., 2021). According to Widjajanta et al. (2020), repurchase intention is a planned consumer behavior that allows them to make decisions based on the evaluated results of a product or service they have purchased, influenced by consumer conditions. Repurchase intention may arise because the product or service they desire consistently meets expectations, thus generating consumer interest in purchasing and consuming it continuously in the future (Yusra et al., 2022). Repurchase intention reflects a consumer's personal experience, but is linked to the content of others who have not yet purchased the product or service (Ho & Chung, 2020).

According to Kotler & Keller (2022) *Service quality* Product quality, company profitability, and customer satisfaction are three important elements. The higher the

The Influence of Service Quality, Facilities, and Promotion on Customer Satisfaction and Implications on Repurchase Intention of Expedition Services
Adi Utama*[1]

614

quality level, the higher the resulting customer satisfaction level, which supports higher prices and (often) lower costs. The results of this study are supported by research conducted by Ryan Kurniawan et al., (2023) , who conducted an analysis on Traveloka. *E-service quality* has a positive and significant impact on *customer satisfaction* among Traveloka app users. Research conducted by Yenny Maya Dora et al., (2021) at PT KCI found that *facilities* have a positive and significant impact on *customer satisfaction* . According to Kotler & Armstrong (2016) one of the goals of promotion is to increase long-term customer relationships through customer satisfaction or for encourage customer purchases in the short term. And from the results research conducted by Muazidah et al., (2022) show that promotions have a positive effect and can also predicting consumer satisfaction. Providing adequate facilities will help increase consumer empathy for every situation that arises when consumers make a purchase. Research conducted by Yenny Maya Dora et al. (2021) at PT KCI found that *facilities* have a positive and significant impact on *customer satisfaction.*
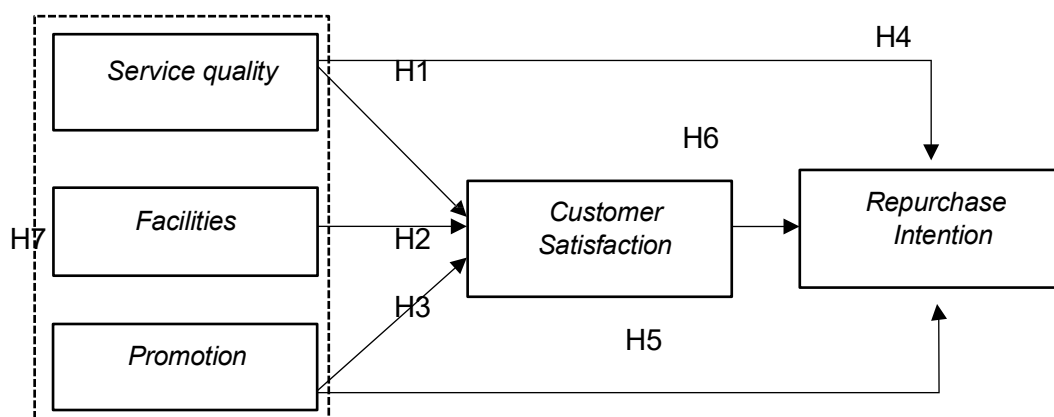
Figure 1. framework of thought
Source: Data processing (2025)

Based on the framework of thought, the hypothesis put forward is: H1: The influence of service quality on consumer satisfaction
H2: The influence of facilities on consumer satisfaction
H3: The effect of promotion on consumer satisfaction
H4: The influence of service quality on repurchase intention
H5: The effect of promotion on repurchase intention
H6: The influence of consumer satisfaction on repurchase intention
H7: The influence of service quality, facilities and promotion on consumer satisfaction and its impact on repurchase intention

METHODS

According to Sugiyono (2020), the quantitative method is a research method based on the philosophy of positivism used to research certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing predetermined hypotheses. Population and Research Sample expedition services in Bandung City was first determined based on a previous survey conducted in 2022-2024, totaling 159 customers . Meanwhile, 59 customers discontinued the expedition service, resulting in a total of 100 respondents collected in one period. Validity measurement uses Pearson Correlation. Pearson correlation is used to determine whether or not there is a relationship between two variables, namely the independent variable (item score) and dependent (total item score). If the calculated r coefficient value is > r table, then it is concluded that the item is valid, and vice versa, if the calculated r <

r table, it can be concluded that the item is invalid (Ghozali, 2021). Meanwhile, reliability testing uses the Cronbach Alpha (α) statistical test. A construct or variable is said to be reliable if it provides a Cronbach Alpha value > 0.70 (Ghozali, 2021). Data analysis techniques used multiple linear regression tests, coefficient of determination tests, hypothesis tests and goodness of fit tests.

RESULTS AND DISCUSSION

The following is a summary of respondents' responses to each variable, as outlined in the following table:

Table 1. Descriptive Analysis Results

No	Variable	Average	information
1	Service quality	3,56	Good
2	Facilities	3,50	Good
3	Promotion	3,32	Enought
4	Customer Satisfaction	3,35	Enought
5	Repurchase Intention	3,32	Enought

Source: Data processing (2025)

Table 2. Test Regression Linear Multiple

Model	Unstandardized Coefficients		Standardize d Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-2,790	2,559		-1,090	.278
Service quality	.129	.049	.185	2,637	.010
Facilities	.109	.052	.138	2,089	.039
Promotion	.916	.094	.698	9,777	.000

a. Dependent Variable: *Customer satisfaction*

Source: Data processing (2025)

$Y = -2,790 + 0,129 X_1 + 0,109 X_2 + 0,916 + e$

With the following explanation:

The constant value is 2.790 and is negative, meaning that if the service quality, facilities, and promotion variables remain constant or unchanged, customer satisfaction decreases by 2.790 times.

The service quality value is positive, indicating that a 0.129 increase in service quality will increase customer satisfaction by 0.129 times.

The facilities value is positive, indicating that a 0.109 increase in facilities will increase customer satisfaction by 0.109 times.

The promotion value is positive, indicating that a 0.916 increase in promotion will increase customer satisfaction by 0.916 times.

Hypothesis 1: From calculation statistics test t, calculated t value For *service quality* 2,637 greater than t table = 1.984 with a significance value of 0.010 < 0.05. So H1 is accepted and Ho is rejected. This means that there is positive influence between *service quality* and *customer* satisfaction This means hypothesis Which writer submit can accepted.

Hypothesis 2: From calculation statistics test t in on, t count For *facilities* = 2,089 greater than t table = 1.984 with a significance value of 0.039 < 0.05, then H1 is accepted and Ho is rejected. This means that there is positive influence between *facilities* and *customer* satisfaction This means hypothesis Which writer submit can accepted.

Hypothesis 3: From calculation statistics test t in on, t count For *promotion* = 9 .777

The Influence of Service Quality, Facilities, and Promotion on Customer Satisfaction and Implications on Repurchase Intention of Expedition Services
Adi Utama*[1]

616

greater than t $_{table}$ = 1.984 with a significance value of 0.000 < 0.05, then H1 $_{is}$ accepted and Ho is rejected. This means that there is positive influence between *promotion* and *customer* satisfaction This means hypothesis Which writer submit can accepted.

Table 3. Simultaneous Hypothesis Test ANOVA ^{a}

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2193.218	3	731,073	48,078	.000 ^{b}
	Residual	1459,782	96	15,206		
	Total	3653,000	99			

a. Dependent Variable: Customer satisfaction
b. Predictors: (Constant), service quality, facilities, promotion

Source: Data processing (2025)

Based on SPSS calculations $_{, the calculated F value}$ is 48.078. Meanwhile, the F $_{table value}$ with a numerator of 3 and a denominator of 97 degrees of freedom at α (0.05) is 2.70 . Thus, $_{the calculated F}$ (48.078) > F $_{table}$ (2.70), so it is clear that H $_0$ is rejected and H $_1$ is accepted. The influence of *service quality* (X $_1$) , *Facilities* (X $_2$) and *Promotion* (X $_3$) on *Repurchase Intention* (Z)

Table 4. Test Regression Linear Multiple

		Coefficients ^{a}				
	Unstandardized Coefficients			**Standardize d Coefficients**	**t**	**Sig.**
Model	**B**	**Std. Error**		**Beta**		
1 (Constant)	-1,740	2,704			-.644	.521
Service quality	.468	.052		.643	9,027	.000
Facilities	.119	.712		.138	2,039	.037
Promotion	.318	.099		.232	3,209	.002

a. Dependent Variable: repurchase intention

Source: Data processing (2025)

Hypothesis 4: From calculation statistics test t $_{count}$ For service quality = 9.027 is greater than t $_{table}$ = 1.972, so H1 $_{is}$ accepted and Ho is rejected. This means that there is positive influence between service quality and repurchase intention This means hypothesis Which writer submit can accepted.

Hypothesis 5: From calculation statistics test t $_{count}$ For promotion = 3 .209 greater than t $_{table}$

= 1.972, then H $_1$ is accepted and Ho is rejected. This means that there is positive influence between promotion and repurchase intention This means hypothesis Which writer submit can accepted.

Hypothesis 6: Calculation results statistics test t $_{count}$ For Customer satisfaction = 6 .883 greater than t $_{table}$ = 1.972, then H $_1$ is accepted and Ho is rejected. This means that there is positive influence between customer satisfaction and repurchase intention This means hypothesis Which writer submit can accepted.

Hypothesis 7: To determine the influence of service quality, facilities and promotions on customer satisfaction and their impact on repurchase intention , calculations were carried out with the following results.

Table 5. Regression of The Influence of Service Quality, Facilities, and Promotion on Customer Satisfaction and Its Impact on Repurchase Intention

				Coefficients [a]		
	Unstandardized Coefficients			Standardized Coefficients	t	Sig.
Model	B	Std. Error		Beta		
(Constant)	-.950	2,635			-.361	.719
1 Service quality	.432	.052		.593	8,296	.000
Facilities	.042	.055		.050	.764	.447
Promotion	.058	.135		.043	.431	.668
Customer satisfaction	.283	.104		.272	2,710	.008
Dependent variable repurchase intention						

Source: Data processing (2025)

The regression model formed based on the research results is:
Z = -0.950+0.432+0.042,0.058+0.283

The constant value is 0.950 and has a negative sign, meaning that if the variable *service quality, facilities, promotion* and customer satisfaction remain the same or there is no change then *repurchase intention* decreased by 0.950 times. Mark *service quality* is marked positive which shows that if *service quality* increased by 0.432 will increase *repurchase intention* by 0.432 times. Mark *facilities* positive sign which shows that if it is raised as big as 0.432 so willincrease *repurchase intention* by 0.432 times. Mark positive *promotion* which shows that if the promotion is increased as big as 0.058 so willincrease *repurchase intention* by 0.058 times.

Based on the table it is known that the influence of *service quality* (X_1) on *customer satisfaction* (Y) and its impact on *repurchase intention* (Z), from the analysis, the significance value of *service quality was obtained* at 0.00 < 0.05, so there is a significant influence between *service quality* on *customer satisfaction* and its impact on *the repurchase intention variable* .Analysis of the influence of *facilities* ($X2_)$ on *customer satisfaction* (Y) and its impact on *repurchase intention* (Z),so there is no significant influence between *facilities* on *customer satisfaction* and impact on the *repurchase intention variable* . Analysis of the influence *of promotion* ($X3_)$ on *customer satisfaction* (Y) and its impact on *repurchase intention* (Z), from the analysis obtained a *promotion significance value* of 0.668 > 0.05, so there is no significant influence between *promotion* on *customer satisfaction* and its impact on *the repurchase intention variable*.

The Effect of Service Quality on Customer Satisfaction

The results of the study indicate that service quality has a positive effect on customer satisfaction. This is also supported by respondents' responses regarding service quality, which received a good rating of 3.56. The lowest rating was for the statement "the expedition service staff served us with a friendly attitude," with an average score of 3.33. The results of the hypothesis test show that service quality = 2.637, which is greater than ttable = 1.972. Therefore, H1 is accepted and H0 is rejected. This indicates a positive effect between service quality and customer satisfaction, thus confirming the author's hypothesis. The results align with research conducted by Ryan Kurniawan et al., (2023) who conducted a study on Traveloka, which found that e-service quality had a positive and significant effect on customer satisfaction among Traveloka app users. However, this differs from the study by Fatmawati et al., (2023) which found that service quality had no effect on customer satisfaction at Dapur Ummu Hisyam Maros Makasar.

The Influence of Service Quality, Facilities, and Promotion on Customer Satisfaction and Implications on Repurchase Intention of Expedition Services
Adi Utama[*1]

618

The Effect *Facilities* on *Customer satisfaction*

The Influence of Facilities on Customer Satisfaction Facilities have a positive effect on customer satisfaction, as evidenced by respondents' overall positive responses, with an average score of 3.50. Hypothesis testing results indicate that Facilities = 2.089, which is greater than ttable = 1.972, indicates a positive effect between facilities and customer satisfaction. This suggests that the author's hypothesis is accepted. The results align with research conducted by Yenny Maya Dora et al., (2021) at PT KCI, which found that facilities have a positive and significant effect on customer satisfaction. However, research by Apriliani et al., (2022) at the Water Garden Hotel in Candidasa, Bali, showed no effect on customer satisfaction.

The Effect *Promotion* on *Customer satisfaction*

The Effect of Promotion on Customer Satisfaction The results of this study indicate that promotion has an effect on customer satisfaction. Although the descriptive analysis of respondents' responses showed a fairly good average score of 3.32, the hypothesis test results showed a calculated t of 3.209. The t table value was 1.972, clearly rejecting H0 and accepting H1. The results support the research conducted by Muazidah et al., (2022) which showed that promotion has a positive effect and can also predict customer satisfaction at the UD. Digma Tani agricultural store. Meanwhile, research conducted by Nursaidah et al., (2022) found that promotion had no significant effect on customer satisfaction at the Janji Jiwa Coffee Shop, Volume 35, Tangerang City.

The Effect of Service Quality on Repurchase Intention

In this study, service quality influenced repurchase intention, with a t-test result of 9.027 and a t-table of 1.72. In a study byTarmidi & Wijaya, (2023) service quality had a positive and significant effect on repurchase intention, with a 52.6% effect. A study by Sri Astuti Pratminingsih et al., (2022) showed that food quality significantly influenced repurchase intention when using GoFood.

The Effect of Promotion on Repurchase Intention

The results showed that promotion influenced repurchase intention, with a t-test of 3.209, thus the hypothesis was accepted. This indicates that the hypothesis is acceptable. Research conducted by Tolan et al., (2021) found that promotion influenced repurchase intention. Research by Setiomuliono & Tanjung, (2023) revealed that satisfaction is a determining factor in repurchase intention. Meanwhile, research by Sofianti et al., (2024). found that promotion influenced repurchase intention.

The Effect of Customer Satisfaction on Repurchase Intention

The study found that customer satisfaction influences repurchase intention, with a calculated t-value of 6.883, indicating that it is greater than the t-table, thus accepting the hypothesis. Customer satisfaction is a crucial element reflecting a business's success in meeting consumer expectations. Research by Aurelia & Nawawi, (2021) indicates that customer satisfaction influences repurchase intention for fashion products. Meanwhile, research by Udayana et al., (2022) found that customer satisfaction had no effect on repurchase intention.

The results of the path analysis study indicate a significant effect of service quality on customer satisfaction and its impact on repurchase intention, with a significance value of 0.00 < 0.05. Facilities do not significantly influence customer satisfaction and have an impact on repurchase intention.

CONCLUSION

The results of the study indicate that service quality has a positive effect on customer satisfaction. Facilities have a positive effect on customer satisfaction. Promotion has an effect on customer satisfaction. Service quality has an effect on repurchase intention. Promotion has an effect on repurchase intention. Customer satisfaction has an effect on repurchase intention. Service quality has a significant effect on customer satisfaction and its impact on repurchase intention. Meanwhile, facilities have no significant effect on customer satisfaction and have an impact on repurchase intention. Similarly, promotion has no effect on customer satisfaction and has an impact on repurchase intention. Suggestions reflecting the respondents' results include that institutions should improve their promotions to ensure consumers understand the information provided. It is necessary to provide information about their product line services through brochures distributed to consumers. Some strategies that can be implemented include: providing excellent service, offering loyalty programs, creating unique experiences, and ensuring appropriate service quality and competitive pricing.

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The Influence of Service Quality, Facilities, and Promotion on Customer Satisfaction and Implications on Repurchase Intention of Expedition Services
Adi Utama*[1]

620

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