THE INFLUENCE OF COMPANY IMAGE, SERVICE QUALITY AND PRICE PERCEPTION ON REPURCHASE INTENTION THROUGH CUSTOMER SATISFACTION SU2R TRAVEL BATANG

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Abstract: The aim of this research is to analyze the influence of company image, service quality and price perception on repurchase decisions through customer satisfaction. The minimum number of samples used is 100 respondents. The sampling technique is purposive sampling. The analysis tool used is PLS-SEM using SmartPLS software. The results of the analysis can be concluded that: company image has a positive effect on customer satisfaction. Service quality has a positive effect on customer satisfaction. Price perception has a positive effect on customer satisfaction. Company image has a positive effect on repurchase intention. Service quality has a positive effect on repurchase intention. Price perception has a positive effect on repurchase intention. Customer satisfaction has a positive effect on repurchase interest. Customer satisfaction has a partial mediating role between company image and repurchase intention. Customer satisfaction has a partial mediating role between service quality and repurchase intention. Customer satisfaction has a partial mediating role between price perception and repurchase intention.

Keyword: company image, service quality, price perception, customer satisfaction and repeat purchase decisions

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INTRODUCTION

A travel agency or what the general public usually calls travel is a transportation service between regions using minibuses with a capacity of 8-15 people. Travel is considered a more comfortable way of transportation between regions than by train or bus because you don't have to jostle or stand throughout the journey as is usually the case with train or bus transportation. These various service businesses then compete to attract consumers to use their respective travel services. In attracting consumers, business owners try their best to provide everything that is best to meet consumer satisfaction.

With increasing community mobility, the travel agency business is becoming increasingly popular in various big cities, including in Batang district. The travel business that is currently developing in Batang Regency is Su2R Travel. Su2R Travel is a company that operates in the field of land transportation in the service business sector. Su2R Travel serves consumers with a door to door service system, namely a passenger pick-up service (door) and delivery of passengers to their destination (door) according to the route or direction served. Su2R Travel operates by serving the Batang - Jakarta and Jakarta - Batang routes with a fleet of 6 units that operate every 19.00,

to take passengers to their destination. The number of fleets that depart each day is adjusted to the number of passengers on that day, then each available vehicle unit is equipped with GPS which can provide the exact location of the vehicle so as to reduce the risk of crime occurring in the vehicle, this is an effort made Su2R Travel is able to satisfy its customers so that prospective passengers can feel safe and comfortable using Su2R Travel services.

Business in the travel agent industry will grow further if it is supported by an online ticket booking system using internet media. Ordering tickets online provides convenience for consumers in many ways, such as ease of finding information on travel schedules and ticket prices. Apart from that, consumers can order tickets anytime and anywhere without having to go to the relevant travel agent (Oroh et al, 2015). Some of these things are the positive benefits of using information technology.

Repurchase intention is the tendency of consumers to purchase behavior towards a product or service which is carried out repeatedly within a certain period of time and actively likes and has a positive attitude towards a product or service, based on the experience they have had. in the past (Suryana and Dasuki, 2013). Many factors influence repurchase interest, including company image, product quality and price perceptions.

Miranthi & Idris (2017) prove that a good company image will be able to provide satisfaction to its customers, so that customers will make repeat purchases. This is different from research conducted by Kusumasasti, et al (2017) which shows that service quality has no effect on customer satisfaction.

Good service quality will encourage customers to commit to the company. Disappointed customers are unlikely to use a product again in the future. Quality service can be a powerful weapon for a company. This is in accordance with research conducted by Miranthi & Idris (2017) which proves that service quality has a significant positive effect on repurchase intention. In contrast to research from Yulisetiarini and Sudaryanto (2016); Palma and Andjarwati (2016) show that service quality has no effect on repurchase intention.

Apart from company image and service quality, price perceptions also influence satisfaction and repurchase intention. Every company must set prices appropriately for consumers who are looking for the main target, because price is the only element of the marketing mix that provides income or income for the company. The better the price offered, the more satisfied it will be for consumers so they will make repeat purchases. This is in line with research conducted by Palma and Andjarwati (2016) proving that price perception has a significant positive effect on customer satisfaction. In contrast to research conducted by Saputri and Astuti (2016); Kusumasasti, Andarwati and Hadiwidjojo (2017) showed that price perceptions have no effect on customer satisfaction.

According to Irawan (2002: 38) cheap prices are an important source of satisfaction because they will get high value for money. According to Kurt and Clow (1998) in Palma and Andjarwati (2016) satisfied customers can become loyal customers. Loyal customers can be shown by making repeat purchases. This is supported by research by Sari, Yulisetiarini and Sudaryanto (2016); which shows that price perception has a significant positive effect on repurchase intention. This is different from research conducted by Palma and Andjarwati (2016) which proves that price perception has a significant negative effect on repurchase intention.

The table below shows data on the number of Su2R Travel passengers during the last 12 months starting from January 2020 to December 2020:

Table 1. Data on Number of Su2R Travel Ticket Sales January – December 2020

No	Month	Sale	Growth
1	January	256	-
2	February	249	-2.73%
3	March	259	4.02%
4	April	389	50.19%
5	May	274	-29.56%
6	June	269	-1.82%
7	July	276	2.60%
8	August	281	1.81%
9	September	286	1.78%
10	October	271	-5.24%

No	Month	Sale	Growth
11	November	276	1.85%
12	December	405	46.74%
	Average	**269,13**	**12,35**

According to Table 1, it can be seen that the number of Su2R Travel ticket sales has fluctuated. The highest sales with the highest purchases occurred in December with 405 passengers and the lowest occurred in January with 256 passengers. The fluctuating number of sales indicates that the amount of sales revenue is also fluctuating. The phenomenon of fluctuating sales decline will disrupt the company's sustainability. In this case, the seller must be able to provide a good company image supported by good service quality. Likewise, the perception of an attractive price really influences and plays an important role in creating satisfaction and interest in repurchasing.

The objectives of this research are as follows:
a. To determine the influence of company image customer satisfaction on Su2R Travel
b. To determine the effect of service quality customer satisfaction on Su2R Travel
c. To determine the effect of price perception customer satisfaction on Su2R Travel
d. To determine the influence of company image customers' repurchase interest on Su2R Travel
e. To determine the influence of service quality customers' repurchase interest on Su2R Travel
f. To determine the effect of price perception customers' repurchase intention on Su2R Travel
g. To determine the effect of customer satisfaction customers' repurchase interest on Su2R Travel
h. To determine the influence of company image customers' repurchase interest through customer satisfaction on Su2R Travel
i. To determine the effect of service quality customers' repurchase interest through customer satisfaction on Su2R Travel
j. To determine the effect of price perception customers' repurchase intention through customer satisfaction on Su2R Travel

Problem Review

Based on the background of the problems above regarding company image, service quality and customer satisfaction, information about existing problems can be obtained as follows: 1) Increasing ticket sales to have a positive impact on the company's sustainability, and 2) Companies must be able to provide a good corporate image supported by good service quality.

LITERATURE REVIEW
Company Image

Image is a set of beliefs, ideas and impressions that a person has of an object (Kotler & Keller, 2012). Image is the impression that a person obtains based on their knowledge and understanding of facts or reality (Soemirat, 2010). Meanwhile, according to Gregory (2011), company image is a combination of the impact on observers of all the verbal and visual components of the company, whether planned or not. from the influence of other external elements. In conclusion, corporate image is the impression a company gets that cannot be obtained in a short time from all components of the company.

According to Andreassen, the factors that form a company's image are: (1) Advertising is the entire process which includes preparation, planning, implementation and supervision of the delivery of advertising, (2) Public Relations is a business that is continuously planned deliberately, in order to build and maintain mutual understanding between the organization and its society. This opinion shows that public relations is considered a process or activity that aims to establish communication between the organization and parties outside the organization, (3) Physical image is physical evidence that can provide a company's self-image in the eyes of its consumers and (4) Actual experience is experience that directly felt by customers in consuming goods and services (Roy Parto Purba, 2017).

Indicators of company image according to Shirley Harrison in Sella Kurnia Sari (2012:14) include: Personality, Reputation, Values and Company Identity.

Service Quality

Service quality is an attitude related to the superiority of a service or consumer considerations about the advantages of a company. According to Rizan (2011) service quality is the overall style and characteristics of a service that supports the ability to satisfy customers both directly and indirectly. This research is also supported by Yanuar (2017), who explains that service quality is how far the difference is between customers' expectations and reality regarding the services they receive. Service quality can be determined by comparing customer perceptions of the service they actually receive with the actual service they expect. Service quality is the main thing that companies pay serious attention to, which involves all the company's resources.

Based on the definition of Service Quality above, it can be concluded that service quality is all forms of service carried out by a person or service provider optimally with all advantages in order to meet needs. According to Yanuar (2017), there are several dimensions or attributes that need to be considered in service quality, namely: tangibles, reliability, responsiveness, assurance and empathy.

Price Perception

According to Prawira (2014), price is an economic sacrifice made by customers to be able to obtain services or products. price is also among the most flexible elements of the marketing mix, unlike product features and supplier commitments, prices can change quickly. From a marketing perspective, price is a benchmark or other monetary measure (including services and other goods) that is replaced in order to obtain the right to use or own a service or good.

This research is also supported by Kusdyah (2012), who stated that price perception is a consumer's assessment of the price information obtained as well as a comparison of the amount of consumer sacrifice in the form of money with what the consumer will get from the product/service offered.

The indicators used to measure the price perception variable (Kusdyah, 2012) are: Affordable price, According to the facilities that will be received, According to the service that will be received and Cheaper than competitors

Customer Satisfaction

According to Kotler and Keller in Donni Juni Priansah (2017: 196). States that consumer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the estimated product performance (results) with the expected performance (or results).

Meanwhile, according to Danang Sunyoto (2015:140). Consumer satisfaction is one of the reasons consumers decide to shop at a place. If consumers are satisfied with a product, they tend to continue to buy and use it and tell others about their pleasant experiences with the product. According to Sangadji and Sopiah (2013: 181), consumer satisfaction is defined as a situation where consumer expectations for a product match the reality received by consumers. If the product is far below.

According to Artiningtyas et al., (2015) there are five main factors that companies must pay attention to in determining the level of customer satisfaction, namely: (1) Product quality: customers will feel satisfied if the results of their evaluation show that the product they use is of high quality, (2) Service quality: customers will feel satisfied if they get good service or that is in line with expectations, (3) Emotional: customers will feel proud and have confidence that other people will be amazed by them if they use products from certain brands that tend to have a level of satisfaction. higher, (4) Price: products that have the same quality but set a relatively cheap price will provide higher value to customers and (5) Cost: customers who do not need to pay additional costs or do not need to waste time to get a product or service tends to be satisfied with that product or service.

Indicators of customer satisfaction according to Kotler and Keller (2009: 140) are: (1) Buy again, (2) Say good things about the company to other people and recommend it, (3) Pay less attention to competitors' brands and product advertisements, (4) Purchase other products from the same company and (5) Offer product or service ideas to the company.

Framework

The framework is an important part of research, describing in general the research

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process carried out. This research has the following theoretical framework:
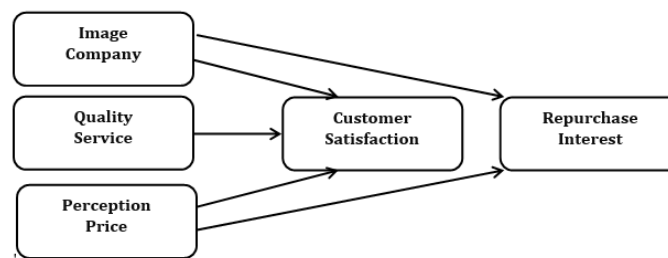

Figure 1. Theoretical Framework

Hypothesis

On the basis of this description, the following hypothesis is known:

H1 : Company image has a positive effect on customer satisfaction
H2 : Service quality has a positive effect on customer satisfaction
H3 : Price perception has a positive effect on customer satisfaction.
H4 : Company image has a positive effect on repurchase intention
H5 : Service quality has a positive effect on repurchase intention
H6 : Price perception has a positive effect on repurchase intention
H7 : Customer satisfaction has a positive effect on repurchase intention
H8 : Company Image Influences Repurchase Intention Through Customer Satisfaction
H9 : Service quality influences repurchase intention through customer satisfaction
H10 : Price perception influences repurchase intention through customer satisfaction

RESEARCH METHODS

Analyze the data that has been collected. According to Thompson (2009), descriptive analysis is needed to present a general picture of statistical data, such as describing research data through maximum values, minimum values, average values and standard deviation values. The sampling technique is purposive sampling. According to Sugiyono (2014: 85), "purposive sampling is a technique for determining samples with certain considerations. So, the sample size was set at 100 respondents. In this research, researchers used primary data collected directly from respondents through questionnaires. Apart from that, researchers also use secondary data through literature which includes books and previous research journals to look for theoretical foundations that are relevant to the research topic.

Data collection techniques use questionnaire media. The researcher created a research questionnaire which consisted of four main parts, namely the introduction section, the screening section, the respondent profile and demographic questions section and the questionnaire questions section. The creation and distribution of questionnaires was carried out online using Google Form so that they could be accessed easily throughout the areas determined in this research. Apart from that, the measuring instrument used in this research questionnaire is a Likert scale with a value range of 1-5 (Sugiyono, 2016). The analysis technique uses path analysis with Smart PLS.

RESULTS

Hypothesis testing is carried out based on the results of Inner Model testing (structural model) which includes r-square output, parameter coefficients and t-statistics. To see whether a hypothesis can be accepted or rejected, include paying attention to the significance value between constructs, t-statistics and p-values. Hypothesis testing uses the help of SmartPLS 3.0 software. The rules of thumb used in this research are t-statistics > 1.96 with a significance level of p-value of 0.05 (5%) and the beta coefficient is positive. The results of this research model can be depicted as shown in Figure 2.
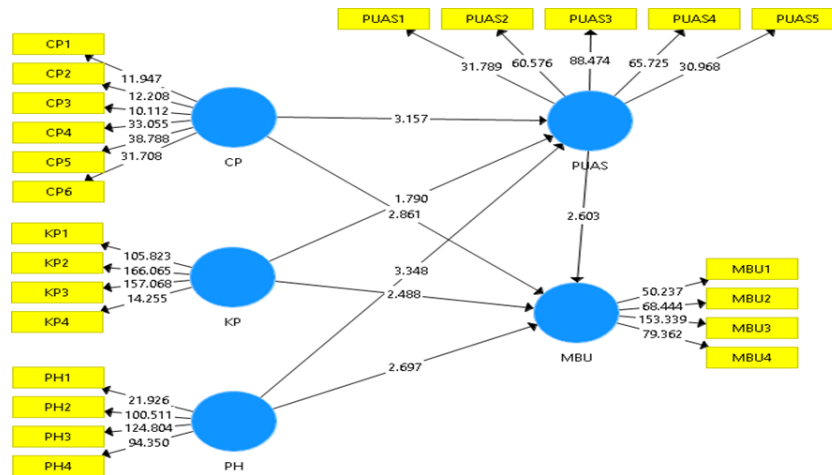
Figure 2 : Iner Model Research Results

Analysis of Variant (R²) or Determination Test

Variant Analysis (R2) or Determination Test, namely to determine the magnitude of the influence of the independent variable on the dependent variable, the value of the coefficient of determination can be shown in table 2:

Table 2. R-square Value

	R Square Adjusted
MBU	0.538
PUAS	0.374

Based on the Adjusted r-square value in Table 4.16, it shows that company image, service quality and price perception are able to explain the customer satisfaction variable by 37.4%, and the remaining 62.6% is explained by other variables outside those examined in this research. Company image, service quality, price perception and customer satisfaction are able to explain the repurchase interest variable by 53.8.1%, and the remaining 46.2% is explained by other variables outside those examined in this research.

The Q2 quantity has a value in the range 0 < Q2 < 1, where the closer it is to 1, the better the model. The quantity Q2 is equivalent to the total coefficient of determination in path analysis. The goodness of fit model calculation is as follows:

$$Q2 = 1- (1-R1^2) (1-R2^2)$$
$$= 1 - (1 – 0,538) (1 – 0,374)$$
$$= 1 - (0,462) (0,626)$$
$$= 1 – 0,289 = 0,711$$

Based on Q2 calculations, 71.1 percent relate to the repurchase interest variable which is explained by the variables company image, service quality, price perception and customer satisfaction, while the remaining 28.9 percent is explained by variables that are not included in the model.

Table 3. Path Coefficients Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
CP -> MBU	0.227	0.229	0.079	2.861	0.004
CP -> PUAS	0.268	0.275	0.085	3.157	0.002
KP -> MBU	0.189	0.185	0.076	2.488	0.013
KP -> PUAS	0.176	0.170	0.099	1.997	0.044
PH -> MBU	0.303	0.298	0.112	2.697	0.007
PH -> PUAS	0.387	0.387	0.116	3.348	0.001
PUAS -> MBU	0.288	0.287	0.111	2.603	0.010

The first hypothesis tests whether company image has a positive effect on customer satisfaction. The test results show the beta coefficient value for company image is 0.268 and the t-statistic is 3.157. From these results it is stated that the t-statistic is significant, because it is

>1.96 with a p-value of 0.002 <0.05 so the first hypothesis is accepted. This proves that company image has a positive effect on customer satisfaction.

The second hypothesis tests whether service quality has a positive effect on customer satisfaction. The test results show that the beta coefficient value of service quality on customer satisfaction is 0.176 and the t-statistic is 1.997. From these results it is stated that the t-statistic is significant, because it is >1.96 with a p-value of 0.044 <0.05 so the second hypothesis is accepted. This proves that service quality has a positive effect on customer satisfaction.

The third hypothesis tests whether price perceptions have a positive effect on customer satisfaction. The test results show that the beta coefficient value of price perception on customer satisfaction is 0.387 and the t-statistic is 3.348. From these results it is stated that the t-statistic is significant, because it is >1.96 with a p-value of 0.001 <0.05 so the third hypothesis is accepted. This proves that price perception has a positive effect on customer satisfaction.

The fourth hypothesis tests whether company image has a positive effect on repurchase intention. The test results show that the beta coefficient value of company image on repurchase interest is 0.227 and the t-statistic is 2.861. From these results it is stated that the t-statistic is significant, because it is >1.96 with a p-value of 0.004 <0.05 so the fourth hypothesis is accepted. This proves that company image has a positive effect on repurchase interest.

The fifth hypothesis tests whether service quality has a positive effect on repurchase intention. The test results show that the beta coefficient value of service quality on repurchase interest is 0.189 and the t-statistic is 2.488. From these results it is stated that the t-statistic is significant, because it is >1.96 with a p-value of 0.013 <0.05 so the fifth hypothesis is accepted. This proves that service quality has a positive effect on repurchase interest.

The sixth hypothesis tests whether price perception has a positive effect on repurchase intention. The test results show that the beta coefficient value of price perception on repurchase intention is 0.303 and the t-statistic is 2.697. From these results it is stated that the t-statistic is significant, because it is >1.96 with a p-value of 0.007 <0.05 so the sixth hypothesis is accepted. This proves that price perception has a positive effect on repurchase intention.

The seventh hypothesis tests whether customer satisfaction has a positive effect on repurchase intention. The test results show that the beta coefficient value of customer satisfaction on repurchase intention is 0.288 and the t-statistic is 2.603. From these results it is stated that the t-statistic is significant. Because >1.96 with a p-value of 0.010 <0.05, the seventh hypothesis is accepted. This proves that customer satisfaction has a positive effect on repurchase interest.

Table 4. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation(STDEV)	T Statistics (|O/STDEV|)	P Values
CP -> PUAS -> MBU	0.077	0.079	0.040	2.075	0.040
KP -> PUAS ->MBU	0.051	0.053	0.041	1.974	0.047
PH -> PUAS -> MBU	0.111	0.11	0.053	2.091	0.037

Based on table 4, above, the coefficient value of the indirect influence of the company image variable on repurchase intention through customer satisfaction is obtained, the beta coefficient value is 0.077 with a significant value of 0.040 <0.05. To determine the significance value, the VAF value is used and the resulting value is 0.253 or 25.3% (VAF is in the range (20%<VAF<80%), meaning that customer satisfaction has a partial mediating role between company image and repurchase interest. In this way hypothesis 8 was declared proven.

The coefficient value of the indirect influence of the service quality variable on repurchase intention through customer satisfaction obtained a beta coefficient value of 0.051 with a significance of 0.047 <0.05. To determine the significance value, the VAF value is used and the resulting value is 0.213 or 21.3% (VAF is in the range (20%<VAF<80%), meaning that customer satisfaction has a partial mediating role between service quality and repurchase interest. In this way hypothesis 9 was declared proven.

The coefficient value of the indirect influence of the price perception variable on repurchase intention through customer satisfaction obtained a beta coefficient value of 0.111 with a significance of 0.037 <0.05. To determine the significance value, the VAF value is used and the resulting value is 0.278 or 27.8% (VAF is in the range (20%<VAF<80%), meaning that customer

satisfaction has a partial mediating role between price perception and repurchase interest. In this way Hypothesis 10 is declared proven.

DISCUSSION
The Influence of Service Quality on Customer Satisfaction
The research results show that company image has a positive and significant effect on customer satisfaction. This means that the better the company's image, the more customer satisfaction will increase. Srivastava and Sharma (2013) in their research entitled "Service Quality, Corporate Brand Image, and Switching Behavior: The Mediating Role of Customer Satisfaction and Repurchase Intention" show that there is a positive relationship between company image and customer satisfaction. Furthermore, Srivastava et al (2013) added that when consumers find it difficult to evaluate product quality, company image can be used as a measure of satisfaction. This is supported by research conducted by Miranthi and Idris (2017); Widyasari (2017); Savitri & Wardana (2018) prove that company image has a significant positive effect on customer satisfaction.

The Influence of Service Quality on Customer Satisfaction
The research results show that service quality has a positive and significant effect on customer satisfaction. This means that the better the quality of service, the more customer satisfaction will increase. Service quality is a comparison between perceived service and expected service. Increasingly tight competition makes customers always look for the best (Kotler, 2012). Vigripat (2007) states that service quality has a significant effect on customer satisfaction. This is also supported by research conducted by Rosinta (2010) which shows that service quality has a positive effect on customer satisfaction. This is supported by research conducted by Miranthi and Idris (2017); Widyasari (2017); Savitri & Wardana (2018); Japarianto (2019); Saputro (2020) proves that service quality has a significant positive effect on customer satisfaction.

The Influence of Price Perceptions on Customer Satisfaction
The research results show that price perception has a positive and significant effect on customer satisfaction. This means that the better the price perception, the more customer satisfaction will increase. Price perception can be defined as a consumer response in terms of the amount of money needed to get a combination of goods and services (Swastha, 2008: 197). Tjiptono (2012: 67) suggests that the price set by a company is not in accordance with the benefits of the product, so this can reduce the level of customer satisfaction, and conversely, if the price set by a company is in accordance with the benefits received, it will increase customer satisfaction. Thus, if the perceived benefits increase, then the value will increase as well. If the value perceived by customers is higher, it will create maximum customer satisfaction. This research is in line with research conducted by Palma (2016); Miranthi and Idris (2017); Widyasari (2017); Savitri & Wardana (2018); Saputro (2020) proves that price perception has a significant positive effect on customer satisfaction.

The Influence of Company Image on Repurchase Intention
The research results show that company image has a positive and significant effect on repurchase intention. This means that the better the company's image, the more interest in repurchasing will increase. According to Sutisna (2002) a good company image makes it more likely for consumers to make purchases. This is further strengthened by research conducted by Kurniasih (2012) with the title "The Influence of Price and Service Quality on Customer Loyalty through Satisfaction Variables (Study at Bengkel AHASS 0002 - Astra Motor Siliwangi Semarang) which proves that company image has a significant effect on repurchase interest . This is supported by research conducted by Miranthi and Idris (2017) proving that company image has a significant positive effect on repurchase interest.

The Influence of Service Quality on Repurchase Intention
The research results show that service quality has a positive and significant effect on repurchase intention. This means that the better the quality of service, the more interest in repurchasing will increase. Good service quality will encourage customers to commit to the

company. Disappointed customers are unlikely to use a product again in the future. Quality service can be a powerful weapon for a company. The results of research conducted by Hellier et al (2003) indicate that there is a positive influence between service quality and repurchase intention. This is reinforced by research by Srivastava and Sharma (2013) which also proves that service quality has a positive effect on repurchase intention. This is supported by research conducted by Miranthi and Idris (2017); Saputro (2020) proves that service quality has a significant positive effect on repurchase intention.

The Influence of Price Perception on Repurchase Intention

The research results show that price perception has a positive and significant effect on repurchase intention. This means that the better the price perception, the more interest in repurchasing will increase. Perceived price is the amount of money (plus some goods if possible) needed to get a combination of goods and services (Basu Swastha, 2009). Every company must set prices appropriately for consumers who are looking for the main target, because price is the only element of the marketing mix that provides income or income for the company. Sweeney, et al, (2001) also stated the same thing that when buying a product, consumers not only consider the quality, but also think about the appropriateness of the price. This research is in line with research by Sari, Yulisetiarini and Sudaryanto (2016); Ghassani (2017) shows that price perception has a significant positive effect on repurchase intention.

The Influence of Customer Satisfaction on Repurchase Intention

The research results show that customer satisfaction has a positive and significant effect on repurchase intention. This means that the better customer satisfaction, the more interest in repurchasing will increase. Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing their perception/impression of the performance (or results) of a product and their expectations (Kotler, 2005). In previous research conducted by Ellya and Dian (2007), as well as research conducted by Changsu Kim (2012) stated that there is a significant influence between consumer satisfaction and repurchase intention. Based on the discussion above, it can be said that customer satisfaction is a form of feeling of customer comfort with the company's services in question, showing that there is a positive influence of customer satisfaction on repurchase interest. This research is in line with that conducted by Palma (2016); Miranthi and Idris (2017); Widyasari (2017); Savitri & Wardana (2018); Saputro (2020) proves that customer satisfaction influences repurchase interest.

The Influence of Company Image on Repurchase Intention Through Customer Satisfaction.

Based on the results of the analysis, the coefficient value of the indirect influence of the company image variable on repurchase intention through customer satisfaction obtained a beta coefficient value of 0.077 with a significant value of 0.040 <0.05. To determine the significance value, the VAF value is used and the resulting value is 0.253 or 25.3% (VAF is in the range (20%<VAF<80%), meaning that customer satisfaction has a partial mediating role between company image and repurchase intention. Customers' repurchase interest in a product is very important for a company because this interest will lead to increased purchases in the existing community. Repurchase interest is influenced by various aspects, including the existence of a strong brand image (Arifi Wildan, 2016). Apart from the brand image aspect, the customer satisfaction aspect also greatly influences repurchase interest. Satisfaction is basically a commitment to consume an item issued by the producer. Customer satisfaction plays an important role in repurchase decisions from manufacturers and in the long term. This is believed to have a direct influence on customer loyalty and repeat purchase behavior. Another factor that is considered to influence the occurrence of repurchase interest is customer satisfaction (Changsu Kim, 2012). The satisfaction provided by the company has a big role and determines whether customers can stay and be loyal to the company.

The Influence of Service Quality on Repurchase Intention Through Customer Satisfaction

The coefficient value of the indirect influence of the service quality variable on repurchase intention through customer satisfaction obtained a beta coefficient value of 0.051 with a significance of 0.047 <0.05. To determine the significance value, the VAF value is used and the

resulting value is 0.213 or 21.3% (VAF is in the range (20%<VAF<80%), meaning that customer satisfaction has a partial mediating role between service quality and repurchase interest.

Repurchase is one of the behaviors carried out by consumers after consuming the product. Repeat purchases themselves are influenced by several things, including customer satisfaction and service quality. This is supported by research conducted (Purbasari and Purnamasari 2018) in their research stating that satisfaction and service quality have an influence on repeat purchase intentions. The more consumers feel satisfied with a product as a whole, this will have a strong influence on their interest in repurchasing in the future. High service quality, and also high satisfaction experienced by customers, will provide significant results on repeat purchases (Muiz et al. 2019).

The Influence of Price Perception on Repurchase Intention Through Customer Satisfaction

The coefficient value of the indirect influence of the price perception variable on repurchase intention through customer satisfaction obtained a beta coefficient value of 0.111 with a significance of 0.037 <0.05. To determine the significance value, the VAF value is used and the resulting value is 0.278 or 27.8% (VAF is in the range (20%<VAF<80%), meaning that customer satisfaction has a partial mediating role between price perception and repurchase intention.

According to Nagle and Hogan (2006), appropriate price perceptions are subjective in nature where consumers see whether price perceptions are fair or not by comparing their perceptions of how much profit current and past sellers have made on a product, or by comparing other people's price perceptions of the product. similar. In marketing, price perception is an important factor in creating customer satisfaction, so that satisfied consumers will be interested in repurchasing the service or product. In previous research conducted by Handayani and Irianto (2010), price perception had a direct effect on repurchase intention. The more appropriate the price perception received by consumers, the greater the consumer's interest in making a purchase.

CONCLUSIONS AND SUGGESTIONS

Company image has a positive effect on customer satisfaction, service quality has a positive effect on customer satisfaction, price perception has a positive effect on customer satisfaction. Company image has a positive effect on repurchase interest, service quality has a positive effect on repurchase interest and price perception has a positive effect on repurchase interest. Customer satisfaction has a positive effect on repurchase interest, then customer satisfaction has a partial mediating role between company image on repurchase interest and service quality on repurchase interest and customer satisfaction has a partial mediating role between price perception on repurchase interest.

The company's image needs to be improved through the reliability of management so as to increase the level of customer trust, because based on respondents' perceptions it has the lowest average value. Service quality needs to be improved through keeping promises to customers, because based on respondents' perceptions it has the lowest average value. This is, for example, the exact departure time. Price perceptions need to be improved through indicators regarding price affordability with the various variations offered, because based on respondents' perceptions the average value is the lowest. Customer satisfaction needs to be increased through indicators regarding pleasure while using Su2R Travel, because based on respondents' perceptions it has the lowest average value. Management can provide wifi features so that customers feel happy on their journey.

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