INTISARI

Pada era moderen saat ini, dimana persaingan dalam dunia bisnis semakin ketat, salah satunya adalah bisnis ritel.perusahaandituntutuntukbisamempertahankanpelanggannya dan mempunyai daya saing dibandingkan dengan kompetitornya.Olehkarenaitumeningkatkankepuasanpelanggandanmemberikan *service quality* yang lebihbaikdarikompetitorakanmembantuperusahaandalammmembedakanpenawar annya.

Penelitianinibertujuanuntuk mengetahui dan menganalisis pengaruh *tangibles, reliability, responsiveness, assurance, empathy* terhadap *repurchase intention* dan *positive word of mouth* (p-WOM) melalui *customer satisfaction* di Supermarket Super Indo Satelit Utara di Surabaya. Data diperoleh melalui riset 165 pelanggan Super Indo Satelit Utara yang setidaknya berbelanja minimal tiga kali dalam tiga bulan terakhir dan pernah merekomendasikan Super Indo Satelit Utara kepada orang lain, dan data dianalisis menggunakan SEM dengan *software* Lisrel versi 8.70. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah teknik *non probability sampling*.

Hasil dari penelitian ini menunjukkan *tangibles, reliability, responsiveness, dan empathy* memiliki pengaruh positif dan signifikan terhadap *customer satisfaction* Supermarket Super Indo Satelit Utara. Sedangkan *assurance* tidak berpengaruh signifikan terhadap *customer satisfaction* Supermarket Super Indo Satelit Utara. Variabel *customer satisfaction* akan membentuk *customer loyalty* berupa *repurchase intention* dan *positive word of mouth* (p-WOM) pada Supermarket Super Indo Satelit Utara.

Kata kunci :*Responsiveness, Empathy, Customer Satisfaction, Repurchase Intention,Positive Word of Mouth*

ABSTRACT

In today's modern era, where competition in the business world becomes more intense, one of which is the retail business. company is required to be able to retain customers and competitive compared to its competitors. Therefore increasing customer satisfaction and provide better service quality than competitors will help the company differentiate its offerings.

This study aims to identify and analyze the effect of tangibles, reliability, responsiveness, assurance, empathy towards repurchase intention and positive word of mouth (p-WOM) through customer satisfaction in theSupermarket Super Indo Satelit Utara in Surabaya. The data obtained through research 165 Super Indo Satelit Utara customers who shop at least a minimum of three times in the last three months and has been recommended Super Indo Satelit Utara to others, and the data were analyzed using SEM with Lisrel software version 8.70. The sampling technique used in this study is non-probability sampling technique.

The results of this study indicate tangibles, reliability, responsiveness, and empathy has a positive and significant impact on customer satisfaction Supermarket Super Indo Satelit Utara. Assurance while no significant effect on customer satisfaction Supermarket Super Indo Satelit Utara. Variable customer satisfaction will establish customer loyalty in the form of repurchase intention and positive word of mouth (p-WOM) at the North Satellite Supermarket Super Indo Satelit Utara.

Key words: Responsiveness, Empathy, Customer Satisfaction, Repurchase Intention,Positive Word of Mouth