



**THE INFLUENCE OF DINESERV ON
REPURCHASE INTENTION MEDIATED BY
CUSTOMER SATISFACTION
IN FAST FOOD RESTAURANTS**

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ABSTRACT

Purposes - This study aims to find the dineserv factors of fast-food restaurants influencing customer satisfaction that lead to repurchase intention.

Design/Methodology/Approach – This study employs a quantitative approach. The data was collected through a survey through an online questionnaire form. 574 customers responded the questionnaire in Indonesia. This study uses purposive sampling. The population of this study is the Indonesian people who have purchased fast food in Indonesia before. The data collected were analyzed with the Structural Equation Model (SEM).

Findings – The results show that food and service quality does not influence customer satisfaction. On the other hand, perceived price influences customer satisfaction and customer satisfaction influences repurchase intention.

Originality/Value – This study is about factors that generate customer satisfaction, leading to the repurchase intention in fast food restaurants.

Keywords: Dineserv, Food Quality, Service Quality, Perceived Price, Customer Satisfaction, Repurchase Intention, Fast Food Restaurant