

## **ABSTRACT**

*Title* : *Analysis of Influence of Credit Price Perception, Sales Promotion and Service Quality Against Repurchase Interest Through Customer Satisfaction as Intervening Variables (Case Study on Customers CV. SELARAS at PT. Adis Dimension Footwear)*

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*This study aims to determine the effect of Credit Price Perception, Sales Promotion and Service Quality on Repurchase Interest through Customer Satisfaction of CV. SELARAS. Sampling was taken using the Non Probability Sampling Method using Purposive Sampling techniques of 150 respondents with an age limit of 20 years and knowing credit services CV. SELARAS. The number of statements submitted to respondents was 30 items, consisting of 4 items of Credit Price Perception, 6 items of Sales Promotion statement, 10 items of Service Quality statement, 6 items of Repurchase Interest statement, and 4 items of Customer Satisfaction statements. Data analysis techniques used in this study are the validity test, reliability test, classic assumption test, descriptive analysis, F test, t test and path analysis. The results of the research based on path analysis show that Service Quality influences Consumer Satisfaction. Service Quality and Customer Satisfaction affect Repurchase Interest. The direct effect of Credit Price Perception, Sales Promotion, and Service Quality is greater than the indirect effect, so that Consumer Satisfaction cannot be an intervening variable between Credit Price Perception, Sales Promotion, and Service Quality on Repurchase Interest.*

**Keywords** : *Credit Price Perception, Sales Promotion, Service Quality, Customer Satisfaction, Repurchase Interest.*