

ABSTRACT

This study aims to analyze the effect of service quality, customer relationship management, and customer experience on repurchase intention through customer satisfaction on toll road users in the Cawang – Tomang - Pluit toll road city. The results of the study using primary data in the form of questionnaires to 120 toll road users with the Structural Equation Modeling (SEM) analysis method. The results show that Repurchase intention will increase by increasing customer satisfaction, especially variable service quality, customer relationship management, and customer experience along the Cawang – Tomang - Pluit Jakarta toll road.

Keywords: *service quality, customer relationship management, customer experience, repurchase intention, customer satisfaction, toll road*





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