

ABSTRACT

The research purpose to determine the effect of Service Quality (X1), Relationship marketing (X2), and Customer Trust (X3) on Repurchase Interests (Y) in financing services at PT. Pratama Interdana Finance Surabaya branch. The research population is all customers of PT. PIF SBY and sampling using Slovin formula, so that a sample of 78 respondents was obtained using accidental non-probability sampling technique. Data were collected through questionnaires and analyzed using multiple linear regression. From the results of the analysis it was found that partially the service quality variables, relationship marketing variables and customer trust variables had a significant influence on repurchase interest. While simultaneously it is obtained that the variables of service quality, relationship marketing, and consumer trust have a significant influence on repurchase interest.

Keywords : *Service Quality, Relationship Marketing, Customer Trust, Repurchase Interest*

ABSTRAK

Penelitian bertujuan untuk mengetahui pengaruh Kualitas Pelayanan (X1), *Relationship marketing* (X2), dan Kepercayaan Konsumen (X3) terhadap Minat Beli Ulang (Y) jasa pembiayaan pada PT. Pratama Interdana Finance cabang Surabaya. Populasi penelitian adalah seluruh konsumen PT. PIF SBY, pengambilan sampel menggunakan rumus slovin sehingga sampel sebanyak 78 responden dengan metode *non probability sampling* teknik aksidental. Data dikumpulkan melalui kuesioner dan dianalisa menggunakan regresi linier berganda. Dari hasil analisis didapat bahwa secara parsial variabel kualitas pelayanan, variabel *relationship marketing* dan variabel kepercayaan konsumen berpengaruh signifikan terhadap minat beli ulang. Sedangkan secara simultan didapat bahwa variabel kualitas pelayanan, *relationship marketing*, dan kepercayaan konsumen berpengaruh signifikan terhadap minat beli ulang.

Kata kunci : Kualitas Pelayanan, *Relationship Marketing*, Kepercayaan Konsumen, Minat Beli Ulang.