

**THE EFFECT OF CUSTOMER SATISFACTION ON INTENTION TO  
REVISIT WITH CUSTOMER HABIT AS A MEDIATING VARIABLE**

**THESIS**

Presented as Partial Fulfilment of Requirements for the Degree of Sarjana  
Manajemen (S1) in International Business Management Program Faculty of  
Business and Economics Universitas Atma Jaya Yogyakarta



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## **AUTHENTICITY ACKNOWLEDGEMENT**

I, Richard Kurniawan Davidson, hereby declare that I have complied and completed a thesis with the title:

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Declare that this work is entirely my own and does not include the work of others, except for sections where references are appropriately cited according to scientific writing standards and listed in the bibliography of this thesis.

Yogyakarta, 19 June 2024

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The researcher realizes that there are many shortcomings and limitations in this thesis. Researchers openly accept all forms of input and criticism with the aim of

perfecting further research. And the researcher hopes that this thesis can help all readers to add insight into various aspects.

Yogyakarta, 19 June 2024

The Researcher

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## **MOTTO**

**"There's no shortcut to greatness. It's about a relentless dedication in the pursuit of your dreams."**

- Kobe Bryant -

**It's not about being the best. It's about being better than you were yesterday."**

- Michael Phelps -

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## **ABSTRACT**

### **THE EFFECT OF CUSTOMER SATISFACTION ON INTENTION TO REVISIT WITH CUSTOMER HABIT AS A MEDIATING VARIABLE**

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#### **Abstract**

This research analyses the effect of customer satisfaction toward intention to revisit with customer habit as a mediating variable. The research was conducted by using a survey method via Google Form by utilizing a Likert scale. Data was collected using purposive sampling method from 161 respondents who know and have visited Cold N Brew Demangan within the last year. Data analysis was performed using Smart PLS 3 software. The findings show that brand awareness, perceived product quality, perceived service quality, and physical environment positively affect customer satisfaction. Followed by intention to revisit that positively affected by customer satisfaction and customer habit. Moreover, customer habit is able to mediate the effect of customer satisfaction towards intention to revisit.

**Keywords:** brand awareness, perceived product quality, perceived service quality, physical environment, customer satisfaction, customer habit, intention to revisit.