



BUILDING REPURCHASE INTENTION THROUGH FOOD SERVICE QUALITY AND CUSTOMER SATISFACTION: THE ROLE OF SWITCHING COST

KEVIN KRISTIAN TO
SURESH KUMAR
KUNTHI AFRILINDA KUSUMAWARDANI

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Satisfaction : The Role of Switching Cost



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THROUGH
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AND
CUSTOMER SATISFACTION:
The Role of Switching Cost
(A Case of Hanamasa
Restaurant in Jakarta)**

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Customer Satisfaction : The Role of Switching Cost



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Kunthi Afrilinda Kusumawardani

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Taking lunch or dinner outside has become a trend among people, either they are students or employees or even business owners. The reason is either they need a different atmosphere from their house, or simply just for hang out with their friends or colleagues. This monograph aims to find out how the restaurant can sustain in the competition by increasing repurchase intention among customers based on food quality service, cost and satisfaction at a Japanese taste restaurant operated in buffet style in Greater Jakarta. The findings of this monograph are expected to contribute to the body of knowledge, hence future research direction is also provided at the end of this monograph. This monograph also provides some implications to the manager of Hanamasa and managers of buffet-style restaurants in general.

Kevin Kristianto is a graduate student of Business Administration, President University. Currently, he runs a coffee shop to fulfill his desire to become an entrepreneur.

Suresh Kumar is a senior lecturer at President University, Indonesia with 11 years of experience in teaching and research. His research interests are in entrepreneurship, retail business, hospitality and tourism, and wealth management and financial planning. Currently, he serves as the Head of Business Administration at President University.

Kunthi Kusumawardani is a lecturer in Business Administration at the School of Business, President University. Prior to joining the university, she has had more than 5 years of professional experience in marketing and business development. Her current research interests are in international business, marketing, social media, and tourism.

ADAM KURNIA
PRESIDENT UNIVERSITY

PRESIDENT UNIVERSITY

Email: lrpmpu@president.ac.id

Website: www.president.ac.id

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