

## ABSTRACT

### **This Study is entitled THE INFLUENCE OF PRODUCT SATISFACTION, PRICE, DISTRIBUTION AND PROMOTION OF INTEREST PURCHASE AT PT LION MENTARI AIR BRANCH SURABAYA**

The results of data analysis show that X1 (product satisfaction), X2 (price satisfaction), X3 (Place satisfaction) and X4 (promotion satisfaction) have a simultaneous or joint effect on repurchase by the calculation results above obtained F-count=49.579 with sig. 0,000, this means that there is a positive and significant simultaneous influence between X1 (product satisfaction), X2 (Price satisfaction), X3 (place satisfaction) and X4 (promotion satisfaction) to (Y). The results of the statistical test F support the hypothesis of this study that it is suspected that X1 (product satisfaction), X2 (price satisfaction), X3 (place satisfaction) and X4 (promotion satisfaction) have a positive and significant effect simultaneously on consumer repurchase interest. Calculation result obtained t-count = 2.918 with sig. 0.0006, this means that there is a positive and partially significant effect between the independent variable (X1) on the dependent variable (Y) the calculation results obtained t-count = 5.108 with sig. 0/000, this means that there is a positive and partially significant effect between the independent variable (X2) and the dependent variable (Y) calculation results obtained t-count = 0.095 with sig. 0.925, this means that there is no positive and partially significant effect between the independent variable (X4) on the dependent variable (Y) because X2 (price satisfaction) has the highest partial correlation coefficient to other variables price satisfaction has a dominant effect on the dependent variable, namely Repurchase Interest of Consumers

**Keywords :** Satisfaction, Product, Price, Distribution, Promotion and Repurchase Interest.