

ABSTRACT

Along with the increasing public attention to the importance of a healthy lifestyle yoga is becoming well-known, but the popularity is still below the other sports such as running or cycling. However, yoga has promising market prospects as yoga business competitors are starting to emerge in the city of Bandung. Yoga Nature Class Podomoro is a yoga studio that has been established since 2023 and is now striving to attract more clients as other businesses in the same industry offering the best customer service in meeting customer needs. Starting from providing a comfortable space and competent yoga instructors so the participants feel comfortable and satisfied. This method claims to encourage participants to become customers so they will be interested in returning or repurchasing.

The purpose of this study is to see the effect of service quality on customer repurchase intention at Yoga Nature Class Podomoro mediated by customer satisfaction. The research strategy used a descriptive quantitative method. The population of this study was a customer's of Yoga Nature Class Podomoro who have visited at least once or twice, resulting in the collection of 100 samples using a non-probability sampling based on Cochran formula. This study used the Structural Equation Modelling-Partial Least Square (SEM-PLS) analysis technique which is the processed using SmartPLS Version 4.0 application. The result of this study on Yoga Nature Class Podomoro indicates that service quality has a positive and significant effect on repurchase intention mediated by customer satisfaction.

The results of this study are expected to serve as an evaluation of the services aspect at Yoga Nature Class Podomoro that influence customer satisfaction and repurchase intention. In addition, this research can serve as a guideline for improving customer satisfaction and repurchase intention in a sustainable manner.

Keyword: *Marketing, Quality Service, Customer Satisfaction, Repurchase Intention*