

## ABSTRACT

A interesting product to be perceived in this time is cigarette of Marlboro Kretek Filter (MKF), representing variant smoke filter kretek of PT. HM. Sampoerna Tbk. Marlboro Kretek Filter (MKF) have been launched in July 2007. Product of MKF this have succeeded to step into marketing, but as new product trend sale of MKF degradation per month that marked by tendency go up of trend stock in Routine Retail Outlet. This is very regrettably because otherwise there is follow-up from the consumer to conduct repeat buying routinely will bring negative impact to efficacy of product in market. In the reality although MKF bring big name the king of white cigarette (Marlboro) and the king of cigarette kretek (DSS-SAMPOERNA) not yet shown positive respon from consumer.

This research aim to analyse how influence assess customer value to intention to buy through customer satisfaction of Marlboro Kretek Filter (MKF) in Surabaya after launching product. Model multiple linear regresion with intervening variable used to test hypothesis by using 200 responder in Surabaya as sampel. Result of analysis indicate that customer value (NP) influence customer satisfaction (KP) of Marlboro Kretek Filter (MKF) and customer value (NP) and customer satisfaction (KP) influence retention to buy (NBU) of Marlboro Kretek Filter (MKF). Result of path analysis of Marlboro Kretek Filter ( MKF) indicate that customer value (NP) can have an effect on direct to retention to buy (NBU) as well as can have an effect on indirectly that is from customer value (NP) to customer satisfaction (KP) as intervening to retention to buy (NBU). Because of direct relation coefficient bigger than indirect relation coefficient, hence can be concluded that the relation which in fact is direct.

**Keyword:** customer value, customer satisfaction, retention to buy, multiple linear regresion, intervening variable.