ABSTRACT

This research aims to know the influence of Brand Image, Perceived Value, and Word of Mouth to Repurchase Intention Tickets of Garuda Indonesia Airlines. This research was done to 190 respondents by usinng quantitative descriptive approach. Thus, Data analysis which is component or Variance Based Structural Equation Modeling (Partial Lesat Square (Smart-PLS). The result of this research shaw that positive – significant, the variable of Brand Image, Perceived Value and Word of Mouth Influence Repurchase Intention. It has been proven from the result of both variable t-statistic have positive-significant print three variable that supports the hypothesis.

Keywords: Brand Image, Perceived Value, Word of Mouth, Repurchase Intention, Garuda Indonesia Airlines

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ABSTRAK

Penelitian ini untuk mengetahui Pengaruh Citra Merek, *Perceived Value* dan *Word of Mouth* Terhadap Minat Beli Ulang Tiket Maskapai Penerbangan Garuda Indonesia. Penelitian ini dilakukan terhadap 190 responden dengan menggunakan pendekatan Deskriptif Kuantitatif. Karena itu, analisis data yang digunakan adalah *Component atau Variance Based Structural Equation Modeling (Partial Least Square (Smart-PLS)*). Hasil penelitian ini menunjukan bahwa secara positif-signifikan variabel Citra Merek, *Perceived Value*dan*Word of Mouth* Terhadap Minat Beli Ulang. Hal ini dibuktikan dari hasil *T-statistik* dari ketiga variabel memiliki nilai yang positif-signifikan yang mendukung hipotesa.

Kata kunci: citra merek, p*erceived value*, *word of mouth*, minat beli ulang, Garuda Indonesia.

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