

ABSTRACT

This study is to determine the effect of promotion, brand image, product quality on repurchase intention through Customer Satisfaction as an Intervening on Erigo Apparel Products. The object of this research is Erigo Apparel customers. This research was conducted on 94 respondents to the students of SMA Negeri 7 Tangerang Selatan City. Determination of sample size using simple random sampling technique. The approach used in this research is Structural Equation Model (SEM) with Smart-PLS analysis tool. The results of this study state that promotion has a positive and significant effect on customer satisfaction, brand image has a positive and significant effect on customer satisfaction, product quality has a positive and significant effect on customer satisfaction, promotion has a negative but significant effect on repurchase interest, brand image has a positive and significant effect. to repurchase interest, product quality has a positive and significant effect on repurchase interest, promotion has a positive and significant effect on repurchase interest mediated by customer satisfaction, brand image has a positive and insignificant effect on repurchase interest mediated by customer satisfaction, product quality positive and significant effect on repurchase interest which is mediated by customer satisfaction and customer satisfaction has a positive and significant effect on repurchase interest.

Keywords: Promotion, Brand Image, Product Quality, Customer Satisfaction, Repurchase Interest

ABSTRAK

Penelitian ini untuk mengetahui pengaruh promosi, citra merek, kualitas produk terhadap minat beli ulang melalui Kepuasan Pelanggan sebagai Intervening pada Produk Erigo Apparel. Objek penelitian ini adalah pelanggan Erigo Apparel. Penelitian ini dilakukan terhadap 94 responden pada siswa dan siswi SMA Negeri 7 Kota Tangerang Selatan. Penentuan ukuran sampel menggunakan teknik *simple random sampling*. Pendekatan yang digunakan dalam penelitian ini adalah *Structural Equation Model (SEM)* dengan alat analisis Smart-PLS. Hasil penelitian ini menyatakan bahwa promosi berpengaruh positif dan signifikan terhadap kepuasan pelanggan, citra merek berpengaruh positif dan signifikan terhadap kepuasan pelanggan, kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan, promosi berpengaruh negatif namun signifikan terhadap minat beli ulang, citra merek berpengaruh positif dan signifikan terhadap minat beli ulang, kualitas produk berpengaruh positif dan signifikan terhadap minat beli ulang, kepuasan pelanggan mampu memediasi promosi terhadap minat beli ulang, kepuasan pelanggan tidak mampu memediasi citra merek terhadap minat beli ulang, kepuasan pelanggan mampu memediasi kualitas produk terhadap minat beli ulang dan kepuasan pelanggan berpengaruh positif dan signifikan terhadap minat beli ulang.

Kata Kunci: Promosi, Citra Merek, Kualitas Produk, Kepuasan Pelanggan, Minat Beli Ulang