

ABSTRACT

This study aims to determine the Effect of Product Quality, Price Consciousness, Customer Value, Brand Image on Product Repurchase Interest PT Sophie Paris Indonesia mediated by the Attitude variable. The research design uses a quantitative approach and the type of research is causal research. The research population is consumers who have purchased Sophie Paris products in DKI Jakarta. The research method uses a survey through the distribution of questionnaires. The sampling technique was purposive with a total sample of 240 people. The research data were analyzed using the SEM method with data processing through the SmartPLS 3.0 application. The results showed that partially product quality, price consciousness, customer value, and brand image had a positive and significant effect on attitudes towards the brand, which in turn influenced the intention to repurchase Sophie Paris products. The variable that has the strongest influence is price consciousness on brand attitudes, so this has an impact on the high interest in repurchasing Sophie Paris products.

Keywords : *Product Quality, Price Consciousness, Customer Value, Brand Image, Attitude and Repurchase Interest, Sophie Paris*



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ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh Kualitas Produk, *Price Consciousness*, *Customer Value*, *Brand Image* Terhadap Minat Pembelian Ulang Produk PT Sophie Paris Indonesia yang dimediasi oleh variabel Sikap. Desain penelitian menggunakan pendekatan kuantitatif dan jenis penelitiannya *causal research*. Populasi penelitian merupakan konsumen yang pernah membeli produk Sophie Paris di DKI Jakarta. Metode penelitian menggunakan survei melalui penyebaran kuesioner. Teknik pengambilan sampel secara purposive dengan jumlah sampel sebanyak 240 orang. Data penelitian dianalisis menggunakan metode SEM dengan pengolahan data melalui aplikasi SmartPLS 3.0. Hasil penelitian menunjukkan bahwa secara parsial kualitas produk, *price consciousness*, *customer value*, *brand image* berpengaruh positif dan signifikan terhadap sikap pada brand, yang pada gilirannya mempengaruhi minat pembelian ulang produk Sophie Paris. Variabel yang memberikan pengaruh paling kuat adalah *price consciousness* terhadap sikap pada brand sehingga hal ini berdampak pada tingginya minat pembelian ulang produk Sophie Paris.

Kata Kunci : Kualitas Produk, *Price Consciousness*, *Customer Value*, *Brand Image*, Sikap, dan Minat Pembelian Ulang, Sophie Paris.

