

ABSTRACT

This research was to determine the effect of brand perception, brand awareness, product quality and price perception on repurchase intention brand product Alowalo. The subjects of this study are customers of Alowalo brand products who buy through e-commerce Shopee who are live in the DKI Jakarta area. This research was conducted on 175 respondents product customers on the Alowalo brand. Determination of sample size using a purposive sampling. The approach used in this study is the Structural Equation Model (SEM) with a Smart-PLS analysis tool. The results of this research show that the brand perception have a positive and significant effect on repurchase intention, brand awareness has a positive and significant effect on repurchase intention, product quality has a positive significant effect on repurchase intention, price perception have a positive significant effect on repurchase intention of all customers of Alowalo brand products in Shopee e-commerce.

Keywords: Brand Perception, Brand Awareness, Product Quality, Price Perception, Repurchase Intention

ABSTRAK

Penelitian ini untuk mengetahui pengaruh persepsi merek, kesadaran merek, kualitas produk dan persepsi harga terhadap niat pembelian ulang produk pada *brand* Alowalo. Subjek penelitian ini adalah pelanggan produk *brand* Alowalo yang membeli melalui *e-commerce* Shopee yang berdomisili di wilayah DKI Jakarta. Penelitian ini dilakukan terhadap 175 responden pelanggan produk pada *brand* Alowalo. Penentuan ukuran sampel menggunakan teknik *purposive sampling*. Pendekatan yang digunakan dalam penelitian ini adalah *Structural Equation Model* (SEM) dengan alat analisis *Smart-PLS*. Hasil penelitian ini menyatakan bahwa persepsi merek berpengaruh positif dan signifikan terhadap niat pembelian ulang, kesadaran merek berpengaruh positif signifikan terhadap niat pembelian ulang, kualitas produk berpengaruh positif dan signifikan terhadap niat pembelian ulang, persepsi harga berpengaruh positif signifikan terhadap niat pembelian ulang pada pelanggan produk *brand* Alowalo di *e-commerce* Shopee.

Kata Kunci: Persepsi Merek, Kesadaran Merek, Kualitas Produk, Persepsi Harga, Niat Pembelian Ulang