

ABSTRACT

This research aims to analyze the factors that influence Repurchase Intention, including: Price Perception, Promotion, Product Perception, Brand Image and Customer Satisfaction. This research also wants to analyze the influence of Price, Promotion, Product Perception, Brand Image on Repurchase Intention and analyze how Customer Satisfaction mediates the influence of Price, Promotion, Product Perception, Brand Image on Repurchase Intention. The population in this study were consumers who had purchased Krisbow products at the Tangerang branch of the Krisbow Shop. The sample used was 161 respondents. The sampling technique used was a simple random sampling technique which was carried out randomly without paying attention to the strata of the population. The research method used is quantitative with SEM-PLS. Based on the analysis in this research, the results showed that: Price has a significant effect on Customer Satisfaction; Promotion has a positive and significant effect on Customer Satisfaction; Product Perception has no effect on Customer Satisfaction; Brand Image has a positive and significant effect on Customer Satisfaction; Customer Satisfaction has a positive and significant effect on Repurchase Intention; Price has no effect on Repurchase Intention; Promotion has no effect on Repurchase Intention; Product Perception has a positive and significant effect on Repurchase Intention; Brand Image has no effect on Repurchase Intention; Customer Satisfaction successfully mediates the influence of Price, Promotion, Brand Image on Repurchase Intention; Customer Satisfaction failed to mediate the influence of Product Perception on Repurchase Intention.

Keywords: Price Perception, Promotion, Product Perception, Brand Image, Customer Satisfaction, Repurchase Intention

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi *Repurchase Intention*, diantaranya : Persepsi Harga, Promosi, Persepsi Produk, *Brand Image* dan *Customer Satisfaction*. Penelitian ini juga ingin menganalisis pengaruh Persepsi Harga, Promosi, Persepsi Produk, *Brand Image* terhadap *Repurchase Intention* serta menganalisis bagaimana *Customer Satisfaction* memediasi pengaruh Persepsi Harga, Promosi, Persepsi Produk, *Brand Image* terhadap *Repurchase Intention*. Populasi dalam penelitian ini konsumen yang pernah membeli produk krisbow di Toko Krisbow cabang Tangerang. Sampel yang digunakan sebanyak 161 responden. pengambilan sampel yang digunakan adalah teknik simple random sampling yang dilakukan secara acak tanpa memperhatikan strata pada populasi tersebut. Metode penelitian yang digunakan adalah kuantitatif dengan SEM-PLS. Berdasarkan analisis pada penelitian ini diperoleh hasil bahwa : Persepsi Harga berpengaruh signifikan terhadap *Customer Satisfaction*; Promosi berpengaruh positif dan signifikan terhadap *Customer Satisfaction*; Persepsi Produk tidak berpengaruh terhadap *Customer Satisfaction*; *Brand Image* berpengaruh positif dan signifikan terhadap *Customer Satisfaction*; *Customer Satisfaction* berpengaruh positif dan signifikan terhadap *Repurchase Intention*; Harga tidak berpengaruh terhadap *Repurchase Intention*; Promosi tidak berpengaruh terhadap *Repurchase Intention*; Persepsi Produk berpengaruh positif dan signifikan terhadap *Repurchase Intention*; *Brand Image* tidak berpengaruh terhadap *Repurchase Intention*; *Customer Satisfaction* berhasil memediasi pengaruh Harga, Promosi, *Brand Image* terhadap *Repurchase Intention*; *Customer Satisfaction* tidak berhasil memediasi pengaruh Persepsi Produk terhadap *Repurchase Intention*.

Kata Kunci: Persepsi Harga, Promosi, Persepsi Produk, *Brand Image*, *Customer Satisfaction*, *Repurchase Intention*