

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh citra merek, kualitas persepsian, dan persepsi harga, terhadap kepuasan pelanggan dan minat beli ulang produk halal. Studi kasus pada penelitian ini adalah kosmetik Wardah. Subjek pada penelitian ini adalah pelanggan kosmetik Wardah yang berdomisili di Yogyakarta yang pernah melakukan pembelian.

Penelitian ini dilakukan dengan jumlah sampel sebanyak 170 responden dengan teknik pengambilan sampel menggunakan teknik *non probability sampling* dengan metode *purposive sampling*. Pengumpulan data dalam penelitian ini dengan cara menyebarkan kuesioner kepada responden menggunakan *Google Form*. Alat analisis yang digunakan adalah *Structural Equation Modeling (SEM)* dengan program aplikasi AMOS 22.

Berdasarkan hasil yang diperoleh bahwa citra merek, kualitas persepsian, dan persepsi harga berpengaruh positif dan signifikan terhadap kepuasan pelanggan, kepuasan pelanggan berpengaruh positif dan signifikan terhadap minat beli ulang, dan citra merek, kualitas persepsian, dan persepsi harga berpengaruh positif dan signifikan terhadap minat beli ulang. Serta kepuasan pelanggan mampu memediasi hubungan citra merek, kualitas persepsian, dan persepsi harga terhadap minat beli ulang.

Kata kunci: Citra Merek, Kualitas Persepsian, Persepsi Harga, Kepuasan Konsumen, Minat Beli Ulang.

ABSTRACT

The aim of this research is to analyze the effect of brand image, perceived quality, price perception toward the customer satisfaction and their intention in repurchasing the Halal products. The case study of this research was Wardah cosmetics. The subjects of this research were customers of Wardah cosmetics who reside in Yogyakarta and had made a purchase of the product.

This research was conducted with 170 respondents in total. The sampling technique used in this research was non probability sampling with purposive sampling method. The data were collected through questionnaire which was distributed to respondents using Google form. Furthermore, the data were analyzed using Structural Equation Modeling (SEM) in AMOS 22 software.

Based on the result, it can be concluded that brand image, perceived quality, and price perception have positive effect on customer satisfaction. Customer satisfaction has a positive and significant effect on repurchase intention. Moreover, the brand image, perceived quality, and price perception also have positive effect on the repurchase intention. Those elements have strong correlation because the customer satisfaction can mediate relationships between brand image, perceived quality, and price perception to the repurchase intention.

Keywords: Brand Image, Perceived Quality, Price Perception, Customer Satisfaction, Repurchase Intention.