

INTISARI

Penelitian ini bertujuan menganalisis pengaruh kualitas persepsian dan citra merek terhadap kepuasan pelanggan dan minat membeli ulang pada kosmetik halal merek Wardah. Objek dari penelitian ini adalah kosmetik Wardah di Daerah Istimewa Yogyakarta, sedangkan subjeknya adalah konsumen wanita muslimah yang memakai kosmetik Wardah di Daerah Istimewa Yogyakarta. Metode pengambilan sampel yang digunakan dalam penelitian ini adalah teknik purposive sampling. Analisis data dilakukan dengan menggunakan analisis regresi linier berganda. Sebelum dilakukan analisis data terlebih dahulu dilakukan uji kualitas instrumen meliputi uji validitas dan uji reliabilitas.

Hasil analisis yang dilakukan menunjukkan kualitas persepsian berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Citra merek berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Kualitas persepsian berpengaruh positif dan signifikan terhadap minat beli ulang. Citra merek berpengaruh positif dan signifikan terhadap minat beli ulang. Kepuasan pelanggan berpengaruh positif dan signifikan terhadap minat beli ulang. Kepuasan pelanggan dapat menjadi mediasi kualitas persepsian terhadap minat beli ulang. Selanjutnya kepuasan pelanggan dapat menjadi mediasi citra merek terhadap minat beli ulang.

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

ABSTRACT

This research aimed to analyze influence of perceive quality and brand image towards customer satisfaction and repurchase intention. Object of this research is wardah cosmetic in Yogyakarta and this subject are consumer muslimah women that using wardah cosmetic in Yogyakarta. The sample collecting method conducted in this research was purposive sampling. Data analyze was finished using multiple linear regression analysis. Before analyzing the data, we must did validity test and reliability test.

The result of the research showed that perceive quality has positive and significant influence towards costumer satisfaction. Brand image has positive and significant influence towards costumer satisfaction. Perceive quality has positive and significant influence towards repurchase intention. Brand image has positive influence has positive towards repurchase intention. Customer satisfaction has positive and significant influence towards repurchase intention. Perceive quality has influence towards repurchase intention

Costumer satisfaction can be mediated perceive quality towards repurchase intention. Then costumer satisfaction can be mediated brand image towards repurchase intention.

Keywords : Perceived Quality, Brand Image, Cutomer Satisfaction, Repurchase Itention