

ABSTRAK

Judul : Pengaruh kualitas produk, citra merek dan *Word of Mouth* terhadap minat beli ulang melalui kepuasan konsumen. (dibimbing oleh Sugiyanto)

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Program Studi : Manajemen

Tujuan utama dari penelitian ini adalah untuk mengetahui pengaruh kualitas produk, citra merek dan *Word of Mouth* terhadap minat beli ulang melalui kepuasan konsumen pada mahasiswa fakultas ekonomi Universitas Esa Unggul pengguna iPhone. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah non probability sampling dengan metode *purposive sampling*. Jumlah responden yang diambil sebanyak 119 responden. Metode analisis yang digunakan yaitu analisis jalur *path*. Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap kepuasan konsumen, citra merek berpengaruh positif dan signifikan terhadap kepuasan konsumen, *Word of Mouth* berpengaruh positif dan signifikan terhadap kepuasan konsumen, kualitas produk berpengaruh positif dan signifikan terhadap minat beli ulang, citra merek berpengaruh positif dan signifikan terhadap minat beli ulang, *Word of Mouth* berpengaruh positif dan signifikan terhadap minat beli ulang, kepuasan konsumen berpengaruh positif dan signifikan terhadap minat beli ulang.

Kata kunci:

Kualitas Produk, Citra Merek, *Word of Mouth*, Minat Beli Ulang, dan Kepuasan Konsumen.

ABSTRACT

Title : *The effect of product quality, brand image, and word of mouth on repurchase intention through consumer satisfaction.*
(supervised by Sugiyanto)

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Study Program : *Management*

The main purpose of this study was to determine the effect of product quality, brand image and Word of Mouth on repurchase intention through consumer satisfaction in students of the economics faculty of Esa Unggul University using iPhone. The sampling technique used in this study is non-probability sampling with purposive sampling method. The number of respondents taken as many as 119 respondents. The analytical method used is path analysis. The results showed that product quality had a positive and significant effect on consumer satisfaction, brand image had a positive and significant effect on consumer satisfaction, Word of Mouth had a positive and significant effect on consumer satisfaction, product quality had a positive and significant effect on repurchase interest, brand image had a positive effect. and significant to repurchase interest, Word of Mouth has a positive and significant effect on repurchase interest, consumer satisfaction has a positive and significant effect on repurchase interest.

Keywords:

Product Quality, Brand Image, Word of Mouth, Repurchase Interest and Consumer Satisfaction