

## ABSTRAK

# PENGARUH KUALITAS PRODUK DAN *BRAND IMAGE* TERHADAP MINAT BELI ULANG DENGAN KEPUASAN KONSUMEN SEBAGAI VARIABEL MEDIASI

Studi Kasus pada Konsumen Pengguna *Smartphone* Xiaomi di *Jogjatronik Mall*  
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Penelitian ini bertujuan untuk mengetahui apakah: 1) kualitas produk berpengaruh positif terhadap minat beli ulang, 2) *brand image* berpengaruh positif terhadap minat beli ulang, 3) kualitas produk berpengaruh positif terhadap kepuasan konsumen, 4) *brand image* berpengaruh positif terhadap kepuasan konsumen, 5) kepuasan konsumen berpengaruh positif terhadap minat beli ulang, 6) kepuasan konsumen memediasi pengaruh kualitas produk dan *brand image* terhadap minat beli ulang. Teknik pengambilan sampel menggunakan *Convenience sampling*. Data diperoleh dengan membagikan kuesioner tentang kualitas produk, *brand image*, kepuasan konsumen, dan minat beli ulang konsumen kepada 100 responden. Teknik analisis ini adalah *Partial Least Square* menggunakan aplikasi *WarpPLS 5.0*.

Hasil penelitian menunjukkan: 1) kualitas produk berpengaruh pada minat beli ulang, 2) *brand image* berpengaruh pada minat beli ulang, 3) kualitas produk berpengaruh pada kepuasan konsumen, 4) *brand image* berpengaruh pada kepuasan konsumen, 5) kepuasan berpengaruh terhadap minat beli ulang, 6) kepuasan memediasi sebagian (*partial mediation*) pengaruh kualitas produk dan *brand image* terhadap minat beli ulang.

Kata kunci: Kualitas Produk, *Brand Image*, Kepuasan Konsumen, dan Minat Beli Ulang.

## ABSTRACT

# INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON INTEREST TO BUY WITH CONSUMER SATISFACTION AS A MEDIATION VARIABLE

Case Study of Customer Xiaomi *smartphone* on *Jogjatronik Mall* in Yogyakarta

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This study aims to determine whether: 1) product quality affects repurchase interest, 2) brand image affects repurchase interest, 3) product quality affects consumer satisfaction, 4) brand image affects consumer satisfaction, 5) customer satisfaction had a positive influence toward repurchase interest, 6) satisfaction partial mediates the effect of product quality and brand image on repurchase interest. The sampling technique used convenience sampling. Data were obtained by distributing questionnaires about product quality, brand image, consumer satisfaction, and consumer repurchase interest to 100 respondents. The data analysis technique used in this research was Partial Least Square using *WarpPLS* 5.0 application.

The results of the research showed that: 1) product quality had an effect on repurchase interest, 2) brand image had an effect on repurchase interest, 3) product quality had an effect on consumer satisfaction, 4) brand image had an effect on consumer satisfaction, 5) consumer satisfaction had a positive influence towards repurchase interest, 6) consumer satisfaction partial mediates the influence of product quality and brand image on repurchase interest.

*Keywords: product quality, brand image, consumer satisfaction, and repurchase interest*