

## ABSTRAK

Lika Astria Br Sinaga, 2022 : Pengaruh Brand Image, dan Kualitas Produk Terhadap Minat Beli Ulang Ms Glow Tanjungpinang Dengan Kepuasan Konsumen Sebagai Variabel Moderating. Dosen Pembimbing Hj. Iranita, S.E., M.Si dan Abdul Jalal, S.E., M.Si

Penelitian ini bertujuan untuk menjelaskan pengaruh *brand image*, kualitas produk terhadap minat beli ulang dengan kepuasan konsumen. Populasi dalam penelitian ini adalah 100 pengguna produk Ms Glow Tanjungpinang. pengambilan sampel dengan teknik jenuh, jumlah sampel sebanyak 100 pengguna. Jenis penelitian ini adalah penelitian kuantitatif. kuesioner diuji validitas dan reabilitasnya. Analisis data menggunakan analisis regresi linier berganda yang meliputi uji t, uji F dan koefisien determinasi. Hasil penelitian menunjukkan bahwa parsial variabel *brand image* (X1), kualitas produk (X2), berpengaruh signifikan terhadap minat beli ulang. Hasil uji F diperoleh nilai Fhitung sebesar 38,943 dengan nilai Ftabel sebesar 3,94 yang menunjukkan bahwa variabel brand image, kualitas produk, dan kepuasan konsumen secara simultan berpengaruh signifikan terhadap minat beli ulang (Y). Berdasarkan uji koefisien determinasi, sekitar 53 % variabel minat beli ulang dipengaruhi oleh *brand image*, kualitas produk, dan kepuasan konsumen. sisanya 47 % dipengaruhi oleh faktor lain yang tidak dijelaskan dalam penelitian ini.

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

## **ABSTRACT**

Lika Astria Br Sinaga, 2022: *Effect of Brand Image and Product Quality on Ms Glow Tanjungpinang's Repurchase Interest with Consumer Satisfaction as Moderating Variable.*  
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*This study aims to explain the effect of brand image, product quality on repurchase intention with consumer satisfaction. The population in this study were 100 users of Ms Glow Tanjungpinang products. sampling with saturated technique, the number of samples as many as 100 users. This type of research is quantitative research. the questionnaire was tested for validity and reliability. Data analysis using multiple linear regression analysis which includes t test, F test and coefficient of determination. The results showed that the partial variable brand image (X1), product quality (X2), had a significant effect on repurchase interest. The results of the F test obtained an Fcount of 38.943 with an F table value of 3.94 which indicates that the variable brand image, product quality, and customer satisfaction simultaneously have a significant effect on repurchase interest (Y). Based on the coefficient of determination test, about 53% repurchase intention variables are influenced by brand image, product quality, and consumer satisfaction. the remaining 47% is influenced by other factors not described in this study.*

**Keywords:** *Brand Image, Product Quality, Repurchase Interest, and Consumer Satisfaction*