

## ABSTRAK

Putri Sri Ragina, 2023: Pengaruh Citra Merek, Kualitas Data dan *Word of Mouth* Terhadap Minat Beli Ulang Konsumen Pada Produk Kosmetik Make Over Di SVJ Cosmetics Tanjungpinang Melalui Kepuasan Konsumen Sebagai Variabel Intervening

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Penelitian ini bertujuan untuk menginvestigasi dampak citra merek, kualitas data, dan *Word of Mouth* terhadap minat beli ulang konsumen pada produk kosmetik Make Over di SVJ Cosmetics Tanjungpinang, dengan kepuasan konsumen sebagai variabel intervening. Citra merek mencerminkan persepsi positif konsumen terhadap produk, sementara kualitas data menunjukkan keandalan informasi yang disediakan oleh merek. *Word of Mouth* merupakan faktor eksternal yang dapat memengaruhi persepsi konsumen. Kepuasan konsumen diharapkan dapat menjembatani pengaruh variabel independen dan minat beli ulang konsumen. Penelitian ini menggunakan pendekatan kuantitatif dengan mengumpulkan data melalui kuesioner kepada konsumen SVJ Cosmetics Tanjungpinang. Jumlah sampel yang diambil sebanyak 96 responden, dengan menggunakan metode *non-probability sampling* berbentuk *purposive sampling* dengan bantuan alat statistik. Analisis jalur (*path analysis*) digunakan untuk mengevaluasi hubungan antara citra merek, kualitas data, *Word of Mouth*, kepuasan konsumen, dan minat beli ulang konsumen. Hasil penelitian ini menunjukkan bahwa citra merek berpengaruh terhadap kepuasan konsumen, kualitas produk dan *Word of Mouth* tidak berpengaruh terhadap kepuasan konsumen, citra merek dan kualitas produk berpengaruh terhadap minat beli ulang, *Word of Mouth* tidak berpengaruh terhadap minat beli ulang, citra merek dan kualitas produk tidak berpengaruh terhadap minat beli ulang melalui kepuasan konsumen, *Word of Mouth* berpengaruh terhadap minat beli ulang melalui kepuasan konsumen dan kepuasan konsumen berpengaruh terhadap minat beli ulang. Hal ini dibuktikan dengan nilai  $\text{sig} < 0,05$  dan  $t_{\text{hitung}} > t_{\text{tabel}}$ . Berdasarkan uji koefisien determinasi ( $R^2$ ) dilihat dari *Adjusted R Square* sebesar 0,316 dan 0,568 dapat diartikan bahwa citra merek, kualitas produk, *Word of Mouth* dan minat beli ulang terhadap kepuasan konsumen adalah sebesar 31,6% dan sisanya 68,4% dipengaruhi oleh faktor lain yang tidak dimasukkan kedalam penelitian ini dan 56,8% dan sisanya 43,2% dipengaruhi oleh faktor lain yang tidak dimasukkan kedalam penelitian ini.

**Kata Kunci:** Citra Merek, Kualitas Produk, *Word of Mouth*, Minat Beli Ulang dan Kepuasan Konsumen

## **ABSTRACT**

Putri Sri Ragina, 2023: *The Influence of Brand Image, Data Quality and Word of Mouth on Consumer Repurchase Interest in Make Over Cosmetic Products at SVJ Cosmetics Tanjungpinang through Consumer Satisfaction as an Intervening Variable*

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*This study aims to investigate the impact of brand image, data quality, and Word of Mouth on consumer repurchase interest in Make Over cosmetic products at SVJ Cosmetics Tanjungpinang, with consumer satisfaction as an intervening variable. Brand image reflects consumers' positive perception of the product, while data quality indicates the reliability of the information provided by the brand. Word of Mouth is an external factor that can affect consumer perception. Consumer satisfaction is expected to bridge the influence of independent variables and consumer repurchase interest. This study used a quantitative approach by collecting data through questionnaires to consumers of SVJ Cosmetics Tanjungpinang. The number of samples taken was 96 respondents, using non-probability sampling methods in the form of purposive sampling with the help of statistical tools. Path analysis is used to evaluate the relationship between brand image, data quality, Word of Mouth, consumer satisfaction, and consumer repurchase interest. The results of this study show that brand image affects consumer satisfaction, product quality and Word of Mouth has no effect on consumer satisfaction, brand image and product quality affect repurchase interest, Word of Mouth has no effect on repurchase interest, brand image and product quality do not affect repurchase interest through consumer satisfaction, Word of Mouth affects repurchase interest through consumer satisfaction and satisfaction Consumers influence repurchase interest. This is evidenced by the sig value of  $< 0.05$  and  $t_{count} > t_{table}$ . Based on the coefficient of determination test ( $R^2$ ) seen from the Adjusted R Square of 0.316 and 0.568, it can be interpreted that brand image, product quality, Word of Mouth and repurchase interest in consumer satisfaction is 31.6% and the remaining 68.4% is influenced by other factors that are not included in this study and 56.8% and the remaining 43.2% is influenced by other factors that are not included in this study.*

**Keyword:** *Brand Image, Data Quality, Word of Mouth, Repurchase Interest and Consumer Satisfaction*