

ABSTRAK

PENGARUH BRAND LOYALTY TERHADAP REPURCHASE INTENTION DENGAN PERCEIVED QUALITY SEBAGAI VARIABEL INTERVENING

(STUDI KASUS PENGGUNA MERK XIAOMI DI INDONESIA)

Oleh

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Penelitian ini bertujuan untuk mengetahui Pengaruh Brand Loyalty Terhadap Repurchase Intention Dengan Perceived Quality Sebagai Variabel Intervening (Studi Kasus Pengguna Merk Xiaomi Di Indonesia). Jenis penelitian ini merupakan penelitian asosiatif kausal. Populasi penelitian ini adalah pengguna merek xiaomi di Indonesia. Penentuan sample pada penelitian ini tergantung pada jumlah indicator sehingga penelitian ini diketahui jumlah populasi yang di dapatkan sebanyak 120 responden. Analisis data dalam penelitian ini menggunakan pendekatan Partial Least Square (PLS). Hasil dari penelitian ini menemukan bahwa Brand Loyalty berpengaruh terhadap Repurchase Intention (studi kasus pengguna merk xiaomi di Indonesia). Perceived Quality tidak berpengaruh terhadap Repurchase Intention (studi kasus pengguna merk xiaomi Di Indonesia). Brand Loyalty terhadap Repurchase Intention dengan Perceived Quality sebagai Variabel Intervening (studi kasus pengguna merk xiaomi di Indonesia) berdasarkan hasil perhitungan didapatkan nilai efek tidak langsung spesifik menunjukkan bahwa Perceived Quality bukan merupakan Variabel Intervening antara Brand Loyalty Terhadap Repurchase Intention.

Kata Kunci :*Brand Loyalty, Repurchase Intention, Perceived Quality*

ABSTRACT

THE EFFECT OF BRAND LOYALTY ON REPURCHASE INTENTION WITH PERCEIVED QUALITY AS INTERVENING VARIABLE (A CASE STUDY OF XIAOMI BRAND USER IN INDONESIA)

By

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The purpose of this study was to find the effect of Brand Loyalty on Repurchase Intention with Perceived Quality as an Intervening Variable (A Case Study of Xiaomi Brand User In Indonesia). This type of research was the causal associative research. The population in this study was the users of the Xiaomi Brand In Indonesia. The determination of the sample in this study depended on the number of indicators so that in this study the number of population was obtained as many as 120 respondents. The data analysis in this study used the approach Partial Least Square (PLS). The result of this study found that Brand Loyalty had an effect on the Repurchase Intention (a case study of Xiaomi Brand users In Indonesia). Perceived Quality did not have an effect on the Repurchase Intention (A Case Study of Xiaomi Brand User In Indonesia). Brand Loyalty on Repurchase Intention with Perceived Quality as the Intervening Variable (A Case Study of Xiaomi Brand User In Indonesia) based on the result of the calculation found that the value of the specific indirect effect showed that the Perceived Quality was not the Intervening Variable between Brand Loyalty and the Repurchase Intention.

Keywords : *Brand Loyalty, Repurchase Intention, Perceived Quality*