

**PENGARUH *BRAND TRUST* DAN *CONSUMER PERCEIVED VALUE*
TERHADAP *REPURCHASE INTENTION* YANG DIMEDIASI OLEH
*CUSTOMER SATISFACTION***

(Survei pada konsumen Mie Instan Lemonilo di Yogyakarta)

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ABSTRACT

This study aims to determine the effect of Brand Trust and Consumer Perceived Value on Repurchase Intention mediated by Customer Satisfaction on Consumer of Lemonilo Instan Noodle products in Yogyakarta.. The data collection technique used is non probability sampling with purposive sampling technique. The data analysis method in this study uses Partial Last Square (PLS) with the Smart PLS 4.0 data management program. The population in this study were consumers of Lemonilo Instan Noodles in Yogyakarta with 169 respondents. The results of this study reveal that brand trust and perceived value have a positive impact on repurchase intention, and customer satisfaction can mediate brand trust and perceived value on repurchase intention on Lemonilo instan noodle products.

Keywords: *Brand Trust, Consumer Perceived Value, Repurchase Intention, Customer Satisfaction.*