

PENGARUH *PRODUCT QUALITY* DAN *ELECTRONIC WORD OF MOUTH* TERHADAP *REPURCHASE INTENTION* PADA PELANGGAN UNIQLO DI DAERAH ISTIMEWA YOGYAKARTA MELALUI *CUSTOMER SATISFACTION* SEBAGAI VARIABEL MEDIASI

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ABSTRAK

Penelitian ini menguji pengaruh *product quality* dan *electronic word of mouth* terhadap *repurchase intention* pelanggan Uniqlo di Daerah Istimewa Yogyakarta melalui *customer satisfaction* sebagai variabel mediasi. Penelitian ini menggunakan metode kuantitatif dengan teknik *purposive sampling*. Data dikumpulkan melalui survei terhadap 120 pelanggan Uniqlo di Daerah Istimewa Yogyakarta. Analisis data dilakukan dengan *software* SmartPLS 4.0. Pengumpulan data dilakukan melalui kuesioner yang didistribusikan menggunakan tautan Google Form. Hasil penelitian menunjukkan bahwa *product quality* memiliki pengaruh positif dan signifikan terhadap *repurchase intention*, *electronic word of mouth* juga memiliki pengaruh positif dan signifikan terhadap *repurchase intention*, dan *customer satisfaction* secara positif dan signifikan memediasi pengaruh *product quality* dan *electronic word of mouth* terhadap *repurchase intention*. Penelitian ini diharapkan dapat berkontribusi pada pengembangan ilmu Manajemen Pemasaran, khususnya dalam penelitian terkait *repurchase intention*.

Kata Kunci: *product quality*, *electronic word of mouth*, *customer satisfaction*, *repurchase intention*

THE EFFECT OF PRODUCT QUALITY AND ELECTRONIC WORD OF MOUTH ON REPURCHASE INTENTION ON CONSUMERS OF UNIQLO IN SPECIAL REGION OF YOGYAKARTA WITH CUSTOMER SATISFACTION AS A MEDIATING VARIABLE

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ABSTRACT

This study examines the influence of product quality and electronic word of mouth (e-wom) on repurchase intention among Uniqlo customers in the Special Region of Yogyakarta, with customer satisfaction serving as a mediating variable. The research adopts a quantitative method with a purposive sampling technique. Data were collected through a survey of 120 Uniqlo customers in the Special Region of Yogyakarta. Data analysis was performed using SmartPLS 4.0 software. Data collection was conducted via a questionnaire distributed through a Google Form link. The results indicate that product quality has a positive and significant effect on repurchase intention, electronic word of mouth also has a positive and significant effect on repurchase intention, and customer satisfaction positively and significantly mediates the influence of product quality and electronic word of mouth on repurchase intention. This study is expected to contribute to the development of Marketing Management knowledge, particularly in research related to repurchase intention.

Keywords: product quality, electronic word of mouth, customer satisfaction, repurchase intention