

ABSTRAK

ANALISIS PENGARUH *SELF IMAGE CONGRUITY* DAN *CUSTOMER PERCEIVED SERVICE QUALITY* PADA *REPURCHASE INTENTION* DENGAN *CUSTOMER SATISFACTION* SEBAGAI VARIABEL INTERVENING DI CAPTAIN BARBERSHOP YOGYAKARTA

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Penelitian ini bertujuan untuk menganalisis *Self Image Congruity* dan *Customer Perceived Service Quality* pada *Repurchase Intention* dengan *Customer Satisfaction* sebagai variabel intervening di Captain Barbershop Yogyakarta. Populasi dalam penelitian ini adalah seluruh konsumen pria yang pernah merapikan rambut di Captain Barbershop Yogyakarta. Penelitian ini menggunakan 100 responden. Data dikumpulkan dengan menggunakan angket. Analisis data menggunakan teknis analisis regresi dengan mediasi. Hasil penelitian menunjukkan bahwa *Self Image Congruity* berpengaruh positif pada *Customer Satisfaction*, *Customer Perceived Service Quality* berpengaruh positif pada *Customer Satisfaction*, dan *Customer Satisfaction* memediasi pengaruh *Self Image Congruity* dan *Customer Perceived Service Quality* pada *Repurchase Intention*.

Kata kunci: *Self Image Congruity*, *Customer Perceived Service Quality*, *Customer Satisfaction*, *Repurchase Intention*.

ABSTRACT

**THE INFLUENCE OF SELF IMAGE CONGRUITY AND CUSTOMER
PERCEIVED SERVICE QUALITY ON REPURCHASE INTENTION
WITH CUSTOMER SATISFACTION AS INTERVENING VARIABLE AT
CAPTAIN BARBERSHOP YOGYAKARTA**

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This study aims to analyze the influence of Self Image Congruity and Customer Perceived Service Quality on Repurchase Intention with Customer Satisfaction as intervening variable at Captain Barbershop Yogyakarta. The population in this study were all male consumers who had experienced services at Captain Barbershop Yogyakarta. This study used 100 respondents. Data were collected using questionnaires. Data were analyzed using regression analysis with mediating variable. The results showed that Self Image Congruity affects Customer Satisfaction positively, Customer Perceived Service Quality affects Customer Satisfaction positively, and Customer Satisfaction mediates the influence of Self Image Congruity and Customer Perceived Service Quality on Repurchase Intention.

Keywords: Self Image Congruity, Customer Perceived Service Quality, Customer Satisfaction, Repurchase Intention.