

ABSTRAK

**PENGARUH *BRAND AWARENESS* DAN *BRAND IMAGE* TERHADAP
MINAT BELI ULANG PRODUK KOSMETIK EMINA DENGAN
KEPUASAN KONSUMEN SEBAGAI VARIABEL MEDIASI**

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Penelitian ini bertujuan untuk mengetahui apakah: 1) *Brand awareness* berpengaruh terhadap minat beli ulang, 2) *Brand image* berpengaruh terhadap minat beli ulang, 3) *Brand awareness* berpengaruh terhadap kepuasan konsumen, 4) *Brand image* berpengaruh terhadap kepuasan konsumen, 5) Kepuasan konsumen berpengaruh terhadap minat beli ulang, 6) Kepuasan konsumen memediasi *brand awareness* terhadap minat beli ulang, 7) Kepuasan konsumen memediasi *brand image* terhadap minat beli ulang pada produk kosmetik merek Emina. Teknik pengambilan sampel menggunakan *accidental sampling*. Data diperoleh dengan membagikan kuesioner online kepada 133 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* menggunakan aplikasi WarpPLS 6.0. Hasil penelitian ini menunjukkan bahwa: 1) *Brand awareness* tidak berpengaruh terhadap minat beli ulang, 2) *Brand image* berpengaruh positif terhadap minat beli ulang, 3) *Brand awareness* berpengaruh positif terhadap kepuasan konsumen, 4) *Brand image* berpengaruh positif terhadap kepuasan konsumen, 5) Kepuasan konsumen berpengaruh positif terhadap minat beli ulang, 6) Kepuasan konsumen memediasi *brand awareness* terhadap minat beli ulang, 7) Kepuasan konsumen memediasi *brand image* terhadap minat beli ulang.

Kata Kunci: *Brand Awareness*, *Brand image*, Kepuasan konsumen, dan Minat Beli Ulang.

ABSTRACT

THE INFLUENCE OF BRAND AWARENESS AND BRAND IMAGE TOWARDS REPURCHASE INTEREST WITH CUSTOMER SATISFACTION AS MEDIATING VARIABLE

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This study aims to find out wheter: 1) Brand awareness has an influence on repurchase interest, 2) Brand image has an influence on repurchase interest, 3) Brand awareness has an influence on customer satisfaction, 4) Brand image has an influence on customer satisfaction, 5) Customer satisfaction has an influence on repurchase interest, 6) Customer satisfaction mediates the influence of brand awareness on repurchase interest, 7) Customer satisfaction mediates the influence of brand image on repurchase interest in Emina cosmetics products. The sampling technique used was accidental sampling. Online data was obtained by distributing questionnaires to 133 respondents. The data analysis technique in this study is Partial Least Square using the WarpPLS 6.0 application. The results of this study indicate that: 1) Brand awareness did not have a positive influence on repurchase interest, 2) Brand image had a positive influence on repurchase interest, 3) Brand awareness had a positive influence on customer satisfaction, 4) Brand image had a positive influence on customer satisfaction, 5) Customer satisfaction had a positive influence on repurchase interest, 6) Customer satisfaction mediated the influence of brand awareness towards repurchase interest, 7) Customer satisfaction mediated the influence of brand image towards repurchase interest.

Keywords: Brand Awareness, Brand Image, Customer Satisfaction, and Repurchase Interest.