

**ABSTRAK**

**PENGARUH CITRA MEREK, PERSEPSI HARGA, DAN PERSEPSI KUALITAS TERHADAP MINAT BELI ULANG DIMEDIASI OLEH KEPUASAN KONSUMEN**

Studi Pada Konsumen Kosmetik Emina Di Daerah Istimewa Yogyakarta (DIY)

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Penelitian ini bertujuan untuk mengetahui apakah: 1) citra merek berpengaruh signifikan terhadap minat beli ulang konsumen kosmetik Emina, 2) persepsi harga berpengaruh signifikan terhadap minat beli ulang konsumen kosmetik Emina, 3) persepsi kualitas berpengaruh signifikan terhadap minat beli ulang konsumen kosmetik Emina, 4) citra merek berpengaruh terhadap minat beli ulang melalui kepuasan konsumen kosmetik Emina, 5) persepsi harga berpengaruh terhadap minat beli ulang melalui kepuasan konsumen kosmetik Emina, 6) persepsi kualitas berpengaruh terhadap minat beli ulang melalui kepuasan konsumen kosmetik Emina. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada 147 responden. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* menggunakan WarpPLS 6.0. Hasil penelitian ini menunjukkan bahwa: 1) citra merek berpengaruh signifikan terhadap minat beli ulang konsumen kosmetik Emina, 2) persepsi harga berpengaruh signifikan terhadap minat beli ulang konsumen kosmetik Emina, 3) persepsi kualitas berpengaruh signifikan terhadap minat beli ulang konsumen kosmetik Emina, 4) citra merek berpengaruh terhadap minat beli ulang melalui kepuasan konsumen kosmetik Emina, 5) persepsi harga berpengaruh terhadap minat beli ulang melalui kepuasan konsumen kosmetik Emina, 6) persepsi kualitas berpengaruh terhadap minat beli ulang melalui kepuasan konsumen kosmetik Emina.

**Kata kunci:** Citra Merek, Persepsi Harga, Persepsi Kualitas, Kepuasan Konsumen, Minat Beli Ulang.

**ABSTRACT**  
**THE INFLUENCE OF BRAND IMAGE, PERCEIVED PRICE, AND**  
**PERCEIVED QUALITY ON REPURCHASE INTENTION MEDIATED BY**  
**CONSUMER SATISFACTION**  
**The Case Study of Emina Cosmetics Consumers In Special Region of**  
**Yogyakarta**

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This study aims to find out whether: 1) brand image has a significant influence on repurchase intention of Emina cosmetics consumers, 2) perceived price has a significant influence on repurchase intention of Emina cosmetics consumers, 3) perceived quality has a significant influence on repurchase intention of Emina cosmetics consumers, 4) brand image has an influence on repurchase intention through Emina cosmetics consumer satisfaction, 5) perceived price has an influence on repurchase intention through Emina cosmetics consumer satisfaction, 6) perceived quality has an influence on repurchase intention through Emina cosmetics consumer satisfaction, The sampling techniqu used was purposive sampling. Data were collected by distributing an online questionnaire to 147 respondents. In analyzing the data the researcher used Partial Least Square by using WarpPLS 6.0. The results of this study showed that: 1) brand image had a significant influence on repurchase intention of Emina cosmetics consumers, 2) perceived price had a significant influence on repurchase intention of Emina cosmetics consumers, 3) perceived quality had a significant influence on repurchase intention of Emina cosmetics consumers, 4) brand image influenced repurchase intention through Emina cosmetics consumer satisfaction, 5) perceived price influenced repurchase intention through Emina cosmetics consumer satisfaction, 6) perceived quality influenced repurchase intention through Emina cosmetics consumer satisfaction.

**Keywords:** Brand Image, Perceived Price, Perceived Quality, Consumer Satisfaction, Repurchase Intention.