

## ABSTRAK

**PENGARUH KUALITAS PRODUK, BRAND IMAGE, DAN BRAND  
AMBASSADOR TERHADAP MINAT BELI ULANG SHAMPO HEAD &  
SHOULDERS DENGAN DIMEDIASI OLEH  
KEPUASAN KONSUMEN**

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Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh kualitas produk terhadap minat beli ulang konsumen, 2) pengaruh *brand image* terhadap minat beli ulang konsumen, 3) pengaruh *brand ambassador* terhadap minat beli ulang konsumen, 4) pengaruh kualitas produk terhadap minat beli ulang konsumen dengan dimediasi oleh kepuasan konsumen, 5) pengaruh *brand image* terhadap minat beli ulang konsumen dengan dimediasi oleh kepuasan konsumen, 6) pengaruh *brand ambassador* terhadap minat beli ulang konsumen dengan dimediasi oleh kepuasan konsumen. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner tentang kualitas produk, *brand image*, *brand ambassador*, kepuasan konsumen, dan minat beli ulang kepada 100 responden. Analisis data menggunakan *Partial Least Square* dan menggunakan WarpPLS 6.0. Hasil penelitian menunjukkan bahwa : 1) Kualitas produk secara langsung tidak berpengaruh positif terhadap minat beli ulang konsumen, 2) *Brand image* secara langsung berpengaruh positif terhadap minat beli ulang konsumen, 3) *Brand ambassador* secara langsung tidak berpengaruh positif terhadap minat beli ulang konsumen, 4) Kualitas produk berpengaruh positif terhadap minat beli ulang konsumen dengan dimediasi penuh oleh kepuasan konsumen, 5) *Brand image* berpengaruh positif terhadap minat beli ulang konsumen dengan dimediasi sebagian oleh kepuasan konsumen, 6) *Brand ambassador* tidak berpengaruh positif terhadap minat beli ulang konsumen dengan dimediasi oleh kepuasan konsumen.

Kata Kunci : Kualitas Produk, *Brand Image*, *Brand Ambassador*, Kepuasan Konsumen, dan Minat Beli Ulang Konsumen

**ABSTRACT**

**THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE, AND  
BRAND AMBASSADOR TOWARDS REPURCHASE INTEREST HEAD &  
SHOULDERS SHAMPO WITH MEDIATED  
BY CONSUMER SATISFACTION**

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This study aims to determine: 1) the influence of product quality towards consumers repurchase interest, 2) the influence of brand image towards consumers repurchase interest, 3) the influence of brand ambassador toward consumers repurchase interest, 4) the influence of product quality towards consumers repurchase interest mediated by consumer satisfaction, 5) the influence of brand image towards consumers repurchase interest mediated by consumer satisfaction, 6) the influence of brand ambassador towards consumers repurchase interest mediated by consumer satisfaction. The sampling technique used purposive sampling. The data were obtained by distributing questionnaires about product quality, brand image, brand ambassador, customers satisfaction, and consumers repurchase interest to 100 respondents. Data analysis using Partial Least Square and using WarpPLS 6.0. The result of the study show that: 1) product quality directly did not have a positive influence on consumers repurchase interest, 2) brand image directly had a positive influence on consumers repurchase interest, 3) brand ambassador directly did not have a positive influence on consumers repurchase interest, 4) product quality had a positive influence towards consumers repurchase interest mediated fully by consumer satisfaction, 5) brand image had a positive influence towards consumers repurchase interest mediated partly by consumer satisfaction, 6) brand ambassador did not have a positive influence towards consumers repurchase interest mediated by consumer satisfaction.

**Keywords:** Product Quality, Brand Image, Brand Ambassador, Consumer Satisfaction, and Consumers Repurchase Interest