

ABSTRAK

**PENGARUH GREEN BRAND IMAGE, EXPERIENCE VALUE,
KUALITAS PRODUK TERHADAP MINAT BELI ULANG
PRODUK EIGER MELALUI KEPUASAN KONSUMEN**

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *green brand image* terhadap minat beli ulang produk Eiger, 2) pengaruh *experience value* terhadap minat beli ulang produk Eiger, 3) pengaruh kualitas produk terhadap minat beli ulang produk Eiger, 4) pengaruh *green brand image* terhadap minat beli ulang dengan dimediasi kepuasan konsumen pada produk Eiger, 5) pengaruh *experience value* terhadap minat beli ulang dengan dimediasi kepuasan konsumen pada produk Eiger, 6) pengaruh kualitas produk terhadap minat beli ulang dengan dimediasi kepuasan konsumen pada produk Eiger. Teknik pengambilan sampel *non-probability sampling* dengan metode *purposive sampling*, data diperoleh melalui kuesioner dalam bentuk *goggle form* yang disebarakan kepada 100 responden yang memenuhi kriteria. Teknik analisis data menggunakan *Partial Least Square* yaitu SmartPLS 3. Hasil penelitian ini menunjukkan bahwa 1) *green brand image* tidak berpengaruh terhadap minat beli ulang produk Eiger, 2) *experience value* berpengaruh terhadap minat beli ulang produk Eiger, 3) kualitas produk tidak berpengaruh terhadap minat beli ulang produk Eiger, 4) kepuasan konsumen memediasi penuh pengaruh *green brand image* terhadap minat beli ulang pada produk Eiger, 5) kepuasan konsumen tidak memediasi pengaruh *experience value* terhadap minat beli ulang pada produk Eiger. 6) kepuasan memediasi penuh pengaruh kualitas produk terhadap minat beli ulang pada produk Eiger.

Kata Kunci : *Green Brand Image*, *Experience Value*, Kualitas Produk, Minat Beli Ulang, Kepuasan Konsumen.

ABSTRACT

**THE INFLUENCE OF GREEN BRAND IMAGE, EXPERIENCE VALUE,
PRODUCT QUALITY ON REPURCHASE INTENTION OF EIGER
PRODUCTS THROUGH CUSTOMER SATISFACTION**

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This study aims to determine: 1) the influence of green brand image on repurchase intention of Eiger products, 2) the influence of experience value on repurchase intention of Eiger products, 3) the influence of product quality on repurchase intention of Eiger products, 4) the influence of green brand image on repurchase intention mediated by customer satisfaction for Eiger product, 5) the influence of experience value on repurchase intention mediated by customer satisfaction for Eiger products, 6) the influence of product quality on repurchase intention mediated by customer satisfaction for Eiger products. The sampling technique employed is non-probability sampling with a purposive sampling method. Data were collected by distributing an online Google Form for the questionnaires to 100 eligible respondents. Data analysis was conducted using Partial Least Squares (PLS) with SmartPLS 3 software. The results indicate that: 1) green brand image does not significantly affect repurchase intention of Eiger products, 2) experience value significantly affects repurchase intention of Eiger products, 3) product quality does not significantly affect repurchase intention of Eiger products, 4) customer satisfaction fully mediates the effect of green brand image on repurchase intention for Eiger products, 5) customer satisfaction does not mediate the effect of experience value on repurchase intention for Eiger products, 6) customer satisfaction fully mediates the effect of product quality on repurchase intention for Eiger products.

Keywords: Green Brand Image, Experience Value, Product Quality, Repurchase Intention, Customer Satisfaction.