

***The Effect Of Perceived Value And Brand Image On Repurchase Intention
Mediated By Customer Satisfaction At Fore Coffee***

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Abstract

This research is a quantitative study that aims to determine, analyze, and prove the effect of perceived value and brand image both directly and indirectly on repurchase intention mediated by customer satisfaction. This study uses 162 respondents from Fore Coffee customers who are active in DKI Jakarta and including Generation Z aged 17 to 27 years as primary data and secondary data obtained through various references relevant to the research. This study uses a descriptive and inferential analysis approach, including hypothesis testing with the bootcamp resampling method and mediation test (indirect effect). This study shows the results that (1) Perceived Value has a significant effect on Repurchase Intention, (2) Brand Image has no significant effect on Repurchase Intention, (3) Customer Satisfaction has a significant effect on Repurchase Intention, (4) Customer Satisfaction significantly mediates the relationship between Perceived Value and Repurchase Intention, (5) Customer Satisfaction significantly mediates the relationship between Brand Image and Repurchase Intention.

Keyword: *Perceived Value. Brand Image, Customer Satisfaction, Repurchase Intention*

**Pengaruh *Perceived Value* Dan *Brand Image* Terhadap *Repurchase Intention*
Dimediasi *Customer Satisfaction* Pada Fore Coffee**

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Abstrak

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui, menganalisis, serta membuktikan pengaruh dari *perceived value* dan *brand image* baik secara langsung maupun tidak langsung terhadap *repurchase intention* yang dimediasi *customer satisfaction*. Penelitian ini menggunakan 162 responden dari pelanggan Fore Coffee yang beraktivitas di DKI Jakarta dan termasuk Generasi Z yang berusia 17 sampai 27 tahun sebagai data primer dan data sekunder peneliti diperoleh melalui berbagai referensi yang relevan dengan penelitian alat statistik yang digunakan dalam penelitian ini adalah SmartPLS. Penelitian ini menggunakan pendekatan analisis deskriptif dan inferensial, termasuk pengujian hipotesis dengan metode resampling bootcamp dan uji mediasi (*indirect effect*). Penelitian ini menunjukkan hasil bahwa (1) *Perceived Value* berpengaruh signifikan terhadap *Repurchase Intention*, (2) *Brand Image* tidak berpengaruh signifikan terhadap *Repurchase Intention*, (3) *Customer Satisfaction* berpengaruh signifikan terhadap *Repurchase Intention*, (4) *Customer Satisfaction* signifikan memediasi hubungan *Perceived Value* terhadap *Repurchase Intention*, (5) *Customer Satisfaction* signifikan memediasi hubungan *Brand Image* terhadap *Repurchase Intention*.

Kata Kunci: Nilai yang diharapkan, Citra Merek, Kepuasan Pelanggan, Niat Pembelian Ulang