

THE INFLUENCE OF BRAND IMAGE, EWOM, AND PERCEIVED VALUE ON REPURCHASE INTENTION OF POP MART BLIND BOX PRODUCTS

By Jasmine Anisa Maulydia

Abstract

This quantitative study aims to analyze the influence of brand image, electronic word of mouth (eWOM), and perceived value on repurchase intention for Pop Mart blind box products. The phenomenon behind this study is the emergence of various negative reviews from consumers regarding the shopping experience and quality of Pop Mart products that have the potential to influence consumer perceptions and reduce repurchase intention. This study used 186 Generation Z consumers in the Jakarta area who had purchased Pop Mart blind box products as research samples using a purposive sampling technique. Hypothesis testing was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) through SmartPLS software at a significance level of 5% (0.05). The results showed that brand image, eWOM, and perceived value had a significant effect on repurchase intention., and (3) perceived value had a significant effect on repurchase intention.

Keywords: *Brand Image, eWOM, Perceived Value, Repurchase Intention, Pop Mart, Blind Box.*

PENGARUH *BRAND IMAGE*, *EWOM*, DAN *PERCEIVED VALUE* TERHADAP *REPURCHASE INTENTION* PRODUK *BLIND BOX* POP MART

Oleh: Jasmine Anisa Maulydia

Abstrak

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk menganalisis pengaruh *brand image*, *eWOM*, dan *perceived value* terhadap *repurchase intention* pada produk *blind box* Pop Mart. Fenomena yang melatarbelakangi penelitian ini adalah munculnya berbagai *negative review* dari konsumen terkait pengalaman berbelanja dan kualitas produk Pop Mart yang berpotensi memengaruhi persepsi konsumen serta menurunkan *repurchase intention*. Penelitian ini menggunakan 186 konsumen Generasi Z di wilayah Jakarta yang pernah membeli produk *blind box* Pop Mart sebagai sampel penelitian dengan teknik *purposive sampling*. Pengujian hipotesis dilakukan menggunakan *Partial Least Squares–Structural Equation Modeling (PLS-SEM)* melalui perangkat lunak *SmartPLS* pada tingkat signifikansi 5% (0,05). Hasil penelitian menunjukkan bahwa *brand image*, *eWOM*, dan *perceived value* berpengaruh signifikan terhadap *repurchase intention*.

Kata kunci: *Brand Image, eWOM, Perceived Value, Repurchase Intention, Pop Mart, Blind Box.*