

ABSTRACT

THE EFFECTS OF PERCEIVED PRICE QUALITY, BRAND AWARENESS, BRAND AMBASSADOR, AND INCOME ON THE REPURCHASE INTENTION OF Y.O.U COSMETIC PRODUCTS, MEDIATED BY CUSTOMER SATISFACTION

(Survey on undergraduate students of Siliwangi University, batch 2019-2022)

By,
NINA HERLINA
218334011

Supervisor 1: Kartawan
Supervisor 2: Ade Komaludin

This study aims to test and analyze the effects of perceived price quality, brand awareness, brand ambassador, and income on repurchase intention of Y.O.U cosmetic products, mediated by customer satisfaction. The object of this study is the students of the Bachelor's Program at Universitas Siliwangi from the 2019-2022 cohort. The data collection instrument used in this research is a questionnaire. The sample consisted of 370 respondents who were customers that have purchased Y.O.U cosmetic products. The sample was determined using purposive sampling technique. All questions were measured using a Likert scale. The data analysis method employed in this research was second-order confirmatory factor analysis (CFA). The data was analyzed using SmartPLS software. Based on the results of this study, it can be concluded that perceived price quality, brand awareness, brand ambassador, and income have a positive influence on customer satisfaction. Perceived price quality, brand awareness, brand ambassador, and income also have a positive influence on repurchase intention. Customer satisfaction has a positive and significant influence on repurchase intention. Customer satisfaction positively mediates the influence of perceived price quality, brand awareness, brand ambassador, and income on repurchase intention.

Keywords: perceived price quality, brand awareness, brand ambassador, income, customer satisfaction, and repurchase intention.

ABSTRAK

**PENGARUH PERSEPSI HARGA, BRAND AWARENESS, BRAND
AMBASSADOR, DAN PENDAPATAN TERHADAP MINAT BELI ULANG
KONSUMEN PRODUK KOSMETIK Y.O.U DENGAN KEPUASAN
KONSUMEN SEBAGAI VARIABEL MEDIASI
(Survei pada Mahasiswa Program Sarjana Universitas Siliwangi
Angkatan 2019 – 2022)**

Oleh:
NINA HERLINA
218334011

Pembimbing 1: Kartawann
Pembimbing 2: Ade Komaludin

Penelitian ini bertujuan untuk untuk menguji dan menganalisis pengaruh kualitas persepsi harga, *brand awareness*, *brand ambassador*, dan pendapatan terhadap minat beli ulang produk kosmetik Y.O.U yang di mediasi oleh kepuasan konsumen. Objek pada penelitian ini adalah mahasiswa Program Sarjana Universitas Siliwangi angkatan 2019 - 2022. Penelitian ini menggunakan alat pengumpulan data berupa kuesioner. Sampel diambil sebanyak 370 orang responden yakni konsumen yang telah membeli produk kosmetik Y.O.U. Penentuan sampel dengan teknik *purposive sampling*. Semua pertanyaan diukur dengan skala likert. Metode analisis data penelitian menggunakan analisis *second order CFA*. Data yang diolah menggunakan program *SmartPLS*. Berdasarkan hasil penelitian ini dapat disimpulkan bahwa persepsi harga, *brand awareness*, *brand ambassador*, dan pendapatan berpengaruh positif terhadap kepuasan konsumen, persepsi harga, *brand awareness*, *brand ambassador*, dan pendapatan berpengaruh positif terhadap minat beli ulang, kepuasan konsumen berpengaruh positif dan signifikan terhadap minat beli ulang, kepuasan konsumen memediasi secara positif pengaruh persepsi harga, *brand awareness*, *brand ambassador*, dan pendapatan terhadap minat beli ulang.

Kata kunci: persepsi harga, *brand awareness*, *brand ambassador*, pendapatan, kepuasan konsumen, dan minat beli ulang