

ABSTRACT

***THE ROLE OF PERCEIVED VALUE IN STRENGTHENING THE
INFLUENCE OF PRODUCT QUALITY ON REPURCHASE INTENTION
(Cases of Indihome Users)***

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The objective of this research is to find out the role of perceived value in strengthening the influences of product quality on repurchase intention. This research was designed using a survey method by distributing questionnaires to 215 respondents who are Indihome users in Indonesia who are currently or have ever used Indihome, and are over 18 years old, using a purposive sampling technique. The analytical tool used in this research is Structural Equation Modeling (SEM). The results of the study prove that product quality has a positive influence on repurchase intention, and perceived value is able to strengthen the positive influence of product quality on repurchase intention.

Keywords: Product Quality, Repurchase Intention, Perceived Value.

ABSTRAK

PERAN *PERCEIVED VALUE* DALAM MEMPERKUAT PENGARUH *PRODUCT QUALITY* TERHADAP *REPURCHASE INTENTION* (Kasus Pada Pengguna Indihome)

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Tujuan penelitian ini adalah untuk mengetahui bagaimana peran *perceived value* dalam memperkuat pengaruh *product quality* terhadap *repurchase intention*. Penelitian ini dirancang dengan jenis *survey method* dengan membagikan kuesioner kepada 215 responden yang merupakan pengguna Indihome di Indonesia yang sedang atau pernah menggunakan Indihome, dan berusia di atas 18 tahun, dengan menggunakan teknik *purposive sampling*. Alat analisis yang digunakan dalam penelitian ini yaitu *Structural Equation Modeling* (SEM). Hasil penelitian membuktikan bahwa *product quality* memiliki pengaruh positif terhadap *repurchase intention*, dan *perceived value* mampu memperkuat pengaruh positif antara *product quality* terhadap *repurchase intention*.

Kata Kunci: *Product Quality, Repurchase Intention, Perceived Value*.