

ABSTRAK

Nani aftanti dengan NIM 3012221116. Pengaruh *Perceived Quality* Dan *Brand Image* Terhadap *Repurchase Intention* Melalui Kepuasan Pelanggan Sebagai Variabel Mediasi Pada *Brand Glad2glow* Skripsi, Program Studi Manajemen, Fakultas Ekonomi, Universitas MH Thamrin, 2026.

Vii+105 hlm

Penelitian ini bertujuan menganalisis pengaruh *Perceived Quality* dan *Brand Image* terhadap *Repurchase Intention* melalui Kepuasan Pelanggan sebagai variabel mediasi pada produk skincare Glad2Glow.

Penelitian menggunakan metode kuantitatif dengan pendekatan asosiatif. Sampel penelitian berjumlah 100 responden pengguna skincare Glad2Glow yang mengikuti akun TikTok resmi Glad2Glow, dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner dengan skala Likert dan dianalisis menggunakan *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) dengan bantuan SmartPLS.

Hasil penelitian menunjukkan *Perceived Quality* dan *Brand Image* berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan dan *Repurchase Intention*. Kepuasan Pelanggan juga berpengaruh positif dan signifikan terhadap *Repurchase Intention* serta memediasi kedua pengaruh tersebut.

Kata Kunci: *Perceived Quality, Brand Image, Kepuasan Pelanggan, Repurchase Intention, SEM-PLS.*

Daftar acuan: 27 (2017-2026)

ABSTRACT

Nani aftanti dengan nim 3012221116 Pengaruh *Perceived Quality* Dan *Brand Image* Terhadap *Repurchase Intention* Melalui Kepuasan Pelanggan Sebagai Variabel Mediasi Pada *Brand Glad2glow* Undergraduate Thesis, Management Study Program, Faculty of Economics, Universitas MH Thamrin, 2026.

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This study aims to analyze the influence of Perceived Quality and Brand Image on Repurchase Intention, with Customer Satisfaction serving as a mediating variable, in the context of Glad2Glow skincare products.

The study employs a quantitative method with an associative approach. The sample consists of 100 respondents—users of Glad2Glow skincare who follow the brand's official TikTok account—selected using purposive sampling. Data were collected via Likert-scale questionnaires and analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the aid of SmartPLS.

The results indicate that Perceived Quality and Brand Image have a positive and significant influence on both Customer Satisfaction and Repurchase Intention. Customer Satisfaction also has a positive and significant influence on Repurchase Intention and mediates the aforementioned relationships.

Keywords: *Perceived Quality, Brand Image, Customer Satisfaction, Repurchase Intention, SEM-PLS.*

List of references: 27 (2017–2026)