

**PENGARUH KUALITAS PRODUK DAN CITRA MEREK
TERHADAP NIAT PEMBELIAN ULANG**
(Survei pada *Followers* Instagram Nissan Community Indonesia)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Mendapatkan Gelar Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis



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2025

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Mei 2025

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**PENGARUH KUALITAS PRODUK DAN CITRA MEREK TERHADAP
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SURAT KEASLIAN SKRIPSI

Dengan ini, saya menyatakan dengan sebenar-benarnya bahwa skripsi dengan judul "**Pengaruh Kualitas Produk dan Citra Merek terhadap Niat Pembelian Ulang (Survei pada *Followers* Instagram Nissan Community Indonesia)**" beserta seluruh isi didalamnya adalah benar-benar hasil karya asli saya sendiri dan bukan merupakan hasil plagiarisme, pencurian hasil karya milik oranglain, ataupun segala kemungkinan lain yang pada hakekatnya bukan merupakan karya tulis skripsi saya secara orisinil dan otentik.

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Yang membuat pernyataan,



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ABSTRAK

Sandy Salim Alamsyah (2103078) “**Pengaruh Kualitas Produk dan Citra Merek terhadap Niat Pembelian Ulang (Survei pada *Followers* Instagram Nissan Community Indonesia)**” dibawah bimbingan Prof. Dr. H. Agus Rahayu, M.P. dan Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh kualitas produk dan citra merek terhadap niat pembelian ulang pada *followers* Instagram Nissan Community Indonesia. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini berjumlah 1.534 dengan sampel berjumlah 286 responden yang merupakan *followers* Instagram Nissan Community Indonesia. Data diolah secara statistik dengan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa gambaran kualitas produk, citra merek, dan niat pembelian ulang berada pada kategori baik. Kualitas produk dan citra merek memiliki pengaruh positif dan signifikan terhadap niat pembelian ulang. Temuan ini menunjukkan bahwa semakin baik perusahaan memperhatikan kualitas produk dan citra merek akan semakin baik juga niat pembelian ulang yang muncul pada konsumen Nissan Community Indonesia. Hasil penelitian ini diharapkan dapat memberikan wawasan lebih mendalam pada bidang pemasaran mengenai pentingnya kualitas produk dan citra merek yang baik sehingga dapat meningkatkan niat pembelian ulang.

Kata Kunci: Kualitas Produk, Citra Merek, Niat Pembelian Ulang

ABSTRACT

Sandy Salim Alamsyah (2103078). ***“The Influence of Product Quality and Brand Image on Repurchase Intention (Survey on Instagram Followers Nissan Community Indonesia)” under the guidance of*** under the guidance of Prof. Dr. H. Agus Rahayu, M.P. and Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.

This study aims to obtain an overview and influence of product quality and brand image on repurchase intention on Nissan Community Indonesia Instagram followers. The type of research used is descriptive and verification with a quantitative approach. The population in this study was 1,534 with a sample of 286 respondents who were Nissan Community Indonesia Instagram followers. Data were processed statistically using the Structural Equation Modeling (SEM) method. The findings of this study found that the description of product quality, brand image, and repurchase intention were in the good category. Product quality and brand image have a positive and significant influence on repurchase intention. This finding indicates that the better the company pays attention to product quality and brand image, the better the repurchase intention that appears in Nissan Community Indonesia consumers. The results of this study are expected to provide deeper insight into the marketing field regarding the importance of good product quality and brand image so that it can increase repurchase intention.

Keywords: *Product Quality, Brand Image, Repurchase Intention*

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