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**PENGARUH *PRODUCT QUALITY* DAN *BRAND IMAGE* TERHADAP  
*REPURCHASE INTENTION*  
(Survey pada Konsumen Tigar.co di Bandung)**

**SKRIPSI**

Diajukan untuk memenuhi salah satu syarat  
Menempuh Ujian Sidang Sarjana pada  
Program Studi Pendidikan Bisnis



Oleh

**Dhea Aulia Agustin Sugiarto**  
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UNIVERSITAS PENDIDIKAN INDONESIA  
2023**

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Sebuah Skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Sarjana Pendidikan pada Fakultas Pendidikan Ekonomi dan Bisnis

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**LEMBAR PENGESAHAN**  
**PENGARUH *PRODUCT QUALITY* DAN *BRAND IMAGE***  
**TERHADAP *REPURCHASE INTENTION* PADA KONSUMEN**  
**TIQAR.CO DIBANDUNG**

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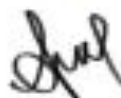
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## PERNYATAAN KEASLIAN ISI SKRIPSI

Dengan ini menyatakan bahwa skripsi dengan judul “Pengaruh *Product Quality* Dan *Brand Image* Terhadap *Repurchase Intention* Survey Pada Konsumen *Tiqar.Co* Di Bandung“ beserta seluruh isinya adalah benar – benar karya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara – cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, saya siap menanggung risiko ataupun sanksi yang dijatuhkan kepada saya apabila kemudian adanya pelanggaran terhadap etika keilmuan dalam karya saya ini, atau ada klaim dari pihak lain terhadap keaslian skripsi ini.

Bandung, 28 Januari 2023

Yang membuat pernyataan,



Dhea Aulia Agustin Sugiarto

1801097

## ABSTRAK

Dhea Aulia Agustin Sugiarto (1801097) “**Pengaruh *Product Quality* dan *Brand Image* terhadap *Repurchase Intention* Survey Pada Konsumen Tiqar.co di Bandung**” di bawah bimbingan Prof. Dr. H. Agus Rahayu, M.P, dan Dr.Puspo Dewi Dirgantari, S.Pd., M.T., M.M

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh dari pengaruh *Product Quality* dan *Brand Image* terhadap *Repurchase Intention* Survey Pada Konsumen Tiqar.co di Bandung. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini berjumlah 286.000 dengan sampel berjumlah 200 responden yang merupakan Konsumen Tiqar.co di Bandung dengan menggunakan teknik *simple random sampling*. Data diolah secara statistik dengan metode *Structural Equation Modeling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa *product quality*, dan *brand image* memiliki pengaruh positif dan signifikan terhadap *repurchase intention* pada Konsumen Tiqar.co di Bandung, hal tersebut ditunjukkan dengan besaran nilai *critical ratio* yang lebih besar dari nilai minimal artinya terdapat pengaruh positif dan signifikan antara variabel *product quality*, dan *brand image* terhadap *repurchase intention* secara simultan. Pernyataan tersebut dapat diasumsikan semakin baik perusahaan memperhatikan *product quality* dan *brand image* akan semakin baik juga *repurchase intention* pada perusahaan tersebut. Hasil kontribusi yang diberikan variabel *product quality* paling besar dalam membentuk *repurchase intention* adalah *design* dan dimensi *product quality* yang paling kecil berkontribusi membentuk *repurchase intention* adalah *perceived quality*. Dimensi *brand image* yang memiliki kontribusi paling besar dalam membentuk *repurchase intention* adalah *functional* serta yang paling kecil membentuk *repurchase intention* adalah *experience*.

Kata Kunci : *Product Quality, Brand Image, Repurchase Intention*

## **ABSTRACT**

Dhea Aulia Agustin Sugiarto (1801097) *"The Influence of Product Quality and Brand Image on the Repurchase Intention Survey on Tiqar.co Consumers in Bandung"* under the guidance of Prof. Dr. H. Agus Rahayu, M.P, and Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M

*This study aims to obtain an overview and influence of the influence of Product Quality and Brand Image on the Repurchase Intention Survey on Tiqar.co Consumers in Bandung. This research uses descriptive and verification methods with a quantitative approach. The population in this study amounted to 286,000 with a sample of 200 respondents who were Tiqar.co consumers in Bandung using a simple random sampling technique. The data were processed statistically using the Structural Equation Modeling (SEM) method. The findings in this study found that product quality and brand image have a positive and significant influence on repurchase intention of Tiqar.co consumers in Bandung, this is indicated by the magnitude of the critical ratio value which is greater than the minimum value meaning that there is a positive and significant influence between product quality variables, and brand image on repurchase intention simultaneously. It can be assumed that the better the company pays attention to product quality and brand image, the better the repurchase intention of the company will be. The result of the greatest contribution given by the product quality variable in forming repurchase intention is design and the dimension of product quality that has the smallest contribution to forming repurchase intention is perceived quality. The brand image dimension that has the greatest contribution in shaping repurchase intention is functional and the smallest in forming repurchase intention is experience.*

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

## KATA PENGANTAR

Segala puji syukur penulis panjatkan kehadiran Tuhan Yang Maha Esa atas rahmat, karunia, serta kehendak-NYA sehingga penulis dapat menyelesaikan penyusunan skripsi dengan judul “Pengaruh *Product Quality* dan *Brand Image* Terhadap *Repurchase Intention* (Survey Konsumen Tiqar.co di Bandung)”.

Penyusunan proposal ini disusun untuk memperoleh temuan mengenai pengaruh gambaran *product quality* dan *brand image* terhadap *Repurchase intention* serta tingkat *Repurchase intention* pada pelanggan Tiqar.co di Bandung.

Skripsi ini penulis susun sebaik dan seoptimal mungkin dengan harapan dapat menjadi sumbangsih bagi kemajuan pada dunia pemasaran dan bagi pihak-pihak yang terkait. Penulis memohon maaf apabila dalam penyusunan proposal ini masih terdapat kekurangan dan kesalahan, dalam kesempatan ini penulis terbuka menerima kritik dan saran yang membangun dari berbagai pihak guna menyempurnakan isi skripsi.

Bandung, Juli 2022



Dhea Aulia Agustin Sugiarto

NIM.1801097

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