

SUMMARY

The purpose this study to identify and analyze the effect of product quality, brand image and perception of the risk of cosmetic products Sariayu to consumers repurchase intention and to test whether consumer satisfaction mediates the effect of product quality, brand image and perception of risk to consumers repurchase intention. The sample in this study there were 150 respondents who are users of cosmetics Sariayu in Purwokerto region. Purposive sampling method used in the determination of the sample. Data was analyzed using Equational Structural Modeling (SEM). These results indicate that the quality of the product and brand image positively affects customer satisfaction. While the perception of risk has no effect on customer satisfaction. Other results found that customer satisfaction mediates the effect of product quality and brand image on consumers repurchase intention. While, the risk of having an immediate perception of the consumers repurchase intention mediated by customer satisfaction.

Keywords: product quality, brand image, perception of risk, customer satisfaction and consumers repurchase intention.

RINGKASAN

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh kualitas produk, citra merek, dan persepsi risiko produk kosmetik Sariayu terhadap minat pembelian ulang konsumen dan untuk menguji kepuasan konsumen memediasi pengaruh kualitas produk, citra merek, dan persepsi risiko terhadap minat pembelian ulang konsumen. Sampel dalam penelitian ini terdapat 150 responden yang merupakan pengguna kosmetik Sariayu di wilayah Purwokerto. Metode purposive sampling digunakan dalam penentuan sampel penelitian ini. Data di analisis menggunakan *Structural Equational Modelling* (SEM). Hasil penelitian ini menunjukkan bahwa kualitas produk dan citra merek berpengaruh positif terhadap kepuasan konsumen. Sedangkan persepsi risiko tidak berpengaruh terhadap kepuasan konsumen. Hasil lainnya ditemukan bahwa kepuasan konsumen memediasi pengaruh kualitas produk dan citra merek terhadap minat beli ulang konsumen. Sedangkan, persepsi risiko berpengaruh langsung terhadap minat beli ulang konsumen tanpa dimediasi oleh kepuasan konsumen.

Kata Kunci : Kualitas produk, Citra merek, Persepsi risiko, Kepuasan konsumen, dan Minat pembelian ulang.