

RINGKASAN

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh citra perusahaan, nilai pelanggan, dan kualitas pelayanan terhadap minat beli ulang dengan kepuasan pelanggan sebagai variabel mediator pada London Beauty Centre Purwokerto.

Populasi dalam penelitian ini adalah mahasiswa S1 Fakultas Ekonomi dan Bisnis Universitas Jenderal Soedirman. Peneliti menggunakan sampel sebanyak 147 responden. Teknik pengambilan sampel dalam penelitian ini menggunakan metode *random sampling*. Data dianalisis menggunakan *Structural Equation Modelling* (SEM).

Hasil analisis penelitian ini menunjukkan bahwa: (1) citra perusahaan berpengaruh positif terhadap kepuasan pelanggan, (2) nilai pelanggan berpengaruh positif terhadap kepuasan pelanggan, (3) kualitas pelayanan berpengaruh positif terhadap kepuasan pelanggan, (4) kepuasan pelanggan berpengaruh positif terhadap minat beli ulang, (5) kepuasan pelanggan tidak memediasi hubungan antara citra perusahaan terhadap minat beli ulang, (6) kepuasan pelanggan memediasi hubungan antara nilai pelanggan terhadap minat beli ulang, (7) kepuasan pelanggan memediasi hubungan antara kualitas pelayanan terhadap minat beli ulang.

Kata Kunci: Citra Perusahaan, Nilai Pelanggan, Kualitas Pelayanan, Kepuasan Pelanggan, Minat Beli Ulang

SUMMARY

The purpose of this research is to analyze the influence of corporate image, customer value, and service quality to repurchase intention with customer satisfaction as mediating variable at London Beauty Centre Purwokerto

The population in this research is Bachelor's Degree students of Faculty of Economics and Business of University of Jendral Soedirman. Researcher used samples as many as 147 respondents. The technical sampling in this study used random sampling method. Data was analyzed by Structural Equation Modelling (SEM).

The results of this research confirmed that (1) corporate image has positive influence to customer satisfaction, (2) customer value has positive influence to customer satisfaction, (3) service quality has positive influence to customer satisfaction, (4) customer satisfaction has positive influence to repurchase intention, (5) customer satisfaction does not mediate the relationship between corporate image and repurchase intention, (6) customer satisfaction mediate the relationship between customer value and repurchase intention, (7) customer satisfaction mediate the relationship between service quality and repurchase intention

Keywords: Corporate Image, Customer Value, Service Quality, Customer Satisfaction, Repurchase Intention.