

## RINGKASAN

Penelitian ini merupakan studi empiris dengan judul “Analisis Pengaruh *Brand Image, Service Quality, Product Quality, dan Price Perception* terhadap *Consumer Satisfaction dan Repurchase Intention* Studi pada Pelanggan Natasha Skin Care Purwokerto”.

Penelitian ini bertujuan untuk menganalisis pengaruh Variabel *Brand Image, Service Quality, Product Quality, dan Price Perception* terhadap *Consumer Satisfaction* dan pengaruhnya terhadap *Repurchase Intention* dari pelanggan Natasha Skin Care Purwokerto. Sampel penelitian ini sebanyak 210 orang dengan menggunakan teknik *Purposive Sampling*. Populasi dalam penelitian ini adalah pelanggan Natasha Skin Care Purwokerto yang mempunyai member dan aktif dalam enam bulan terakhir.

Berdasarkan hasil penelitian dengan menggunakan analisis *Structural Equation Modelling (SEM)* menunjukkan bahwa variabel *brand image, service quality, product quality, price perception* berpengaruh positif terhadap *consumer satisfaction* dan *brand image, service quality, consumer satisfaction* berpengaruh positif terhadap *repurchase intention* sedangkan *product quality* dan *price perception* berpengaruh negatif terhadap *repurchase intention*.

Natasha Skin Care sebaiknya terus memperhatikan strategi yang terkait dengan *consumer satisfaction* dan *repurchase intention*, seperti *brand image, service quality, product quality, dan price perception*. Natasha Skin Care harus terus memperkuat dan membentuk citra merek dengan cara terus menciptakan produk dan pelayanan jasa sebaik mungkin. Selain itu, Natasha Skin Care harus terus memberikan pelayanan jasa yang berkualitas dan memiliki performance terbaik kepada pelanggan, serta selalu memberikan nilai tambah terhadap produk kecantikan yang ditawarkan kepada pelanggan dan menetapkan tingkat harga perawatan yang sesuai dengan kemampuan finansial konsumen sasaran. Disamping itu Natasha Skin Care dituntut untuk dapat memenuhi kebutuhan, keinginan dan harapan para pelanggannya yang menggunakan jasa perawatan kecantikan di klinik Natasha Skin Care Purwokerto.

Penelitian selanjutnya perlu mengembangkan model hubungan kausal antara *brand image, service quality, product quality, dan price perception* terhadap *consumer satisfaction* dan *repurchase intention* dengan menambahkan variabel-variabel bebas lainnya seperti WOM, emosi pelanggan, nilai pelanggan, promosi dan perlu mempertimbangkan untuk menambah variabel moderat seperti keputusan pembelian dan loyalitas konsumen.

**Kata Kunci :** *Consumer Satisfaction, Repurchase Intention, Brand Image, Service Quality, Product Quality, dan Price Perception.*

## **SUMMARY**

*This research is an empirical study with the title “Analysis of the Effect of Brand Image, Service Quality, Product Quality, and Price Perception on Consumer Satisfaction and Repurchase Intention Study in consumer Natasha Skin Care Purwokerto.*

*This study aims to analyze the variables of Brand Image, Service Quality, Product Quality, and Price Perception on Consumer Satisfaction and Repurchase Intention. The population in this study are customers of Natasha Skin Care Purwokerto who have been active and active in the past six months. The sample of this study was 210 respondents who were taken using the convenience sampling method.*

*Based on the results of research using Structural Equation Modeling (SEM) analysis, the brand image, service quality, product quality, price perception variables positively influence consumer satisfaction and brand image, service quality, consumer satisfaction has a positive effect on repurchase intention while product quality and price perception has a negative effect on repurchase intention.*

*Natasha Skin Care should continue to pay attention to strategies related to consumer satisfaction and repurchase intention, such as brand image, service quality, product quality, and price perception. Natasha Skin Care must continue to strengthen and shape the brand image by continuing to create the best products and services. In addition, Natasha Skin Care must continue to provide quality services and have the best performance to customers, and always provide added value to the beauty products offered to customers and set a level of maintenance prices that are in accordance with the financial capabilities of the target consumers. Besides that Natasha Skin Care is guided to be able to fulfill the needs, desires and hopes of its customers who use beauty care services at the Natasha Skin Care clinic in Purwokerto.*

*Further research needs to develop a model of causal relationships between brand image, service quality, product quality, and price perception of consumer satisfaction and repurchase intention by adding other independent variables such as WOM, customer emotions, customer values, promotions and need to consider adding moderate variables such as purchasing decisions and consumer loyalty.*

***Keywords: Consumer Satisfaction, Repurchase Intention, Brand Image, Service Quality, Product Quality, dan Price Perception***