

RINGKASAN

Penelitian ini merupakan studi survei pada pelanggan Barbershop Gunting Ajaib di Yogyakarta, berjudul: “Hubungan *Service Quality* dan *Electronic Word Of Mouth* terhadap *Repurchase Intention* dengan Mediasi *Brand Image* (Studi Kasus Barbershop Gunting Ajaib, Yogyakarta)”.

Masalah penelitian timbul dari persaingan ketat industri barbershop Yogyakarta dan loyalitas konsumen yang bervariasi, khususnya di kalangan Generasi Z dan Milenial yang kritis dan *digital savvy*. Pelaku usaha seringkali belum memahami bagaimana *Service Quality*, *e-WOM*, dan *Brand Image* memengaruhi niat pembelian ulang pelanggan.

Tujuan penelitian adalah menganalisis hubungan *Service Quality* terhadap *Repurchase Intention*, *e-WOM* terhadap *Repurchase Intention*, dan *Brand Image* terhadap *Repurchase Intention*. Penelitian ini juga bertujuan menganalisis peran mediasi *Brand Image* dalam hubungan *Service Quality* terhadap *Repurchase Intention* serta *e-WOM* terhadap *Repurchase Intention*.

Pendekatan kuantitatif digunakan melalui metode survei. Data dikumpulkan dari 200 pelanggan aktif Barbershop Gunting Ajaib di Yogyakarta, dipilih melalui *purposive sampling*. Kriteria responden meliputi usia 13-44 tahun (merepresentasikan Generasi Z dan Milenial), pengalaman layanan barbershop dalam enam bulan terakhir, dan aktif dalam pencarian informasi serta ulasan *online*. Kuesioner skala Likert 1-5 digunakan untuk pengumpulan data. Analisis data dilakukan menggunakan *Structural Equation Modeling* (SEM) berbasis *Partial Least Squares* (PLS) dengan SmartPLS.

Hasil penelitian menunjukkan bahwa: (1) *Service Quality* memiliki hubungan positif dan signifikan terhadap *Repurchase Intention*. (2) *e-WOM* memiliki hubungan positif dan signifikan terhadap *Repurchase Intention*. (3) *Brand Image* memiliki hubungan positif dan signifikan terhadap *Repurchase Intention*. (4) *Brand Image* terbukti signifikan memediasi hubungan *Service Quality* terhadap *Repurchase Intention*. (5) *Brand Image* terbukti signifikan memediasi hubungan *e-WOM* terhadap *Repurchase Intention*.

Implikasinya, pengelola Barbershop Gunting Ajaib perlu memprioritaskan kualitas layanan, memaksimalkan *e-WOM* positif, dan memperkuat *Brand Image*. Strategi pemasaran harus terintegrasi, memanfaatkan sinergi antara layanan unggul dan ulasan positif untuk membangun citra merek yang kuat, mendorong loyalitas, dan meningkatkan daya saing. Secara teoritis, penelitian ini memperkaya literatur tentang peran *Brand Image* sebagai mediator dalam konteks industri jasa berbasis pengalaman.

Kata Kunci: Service Quality, Electronic Word of Mouth (e-WOM), Brand Image, Repurchase Intention, Barbershop

SUMMARY

This research is a survey study conducted on customers of Barbershop Gunting Ajaib in Yogyakarta, titled: "The Relationship of Service Quality and Electronic Word of Mouth on Repurchase Intention with Brand Image as Mediation (Case Study at Barbershop Gunting Ajaib, Yogyakarta)".

The research problem arises from the fierce competition in Yogyakarta's barbershop industry and the varying consumer loyalty, especially among critical and digitally savvy Generation Z and Millennials. Business actors often do not yet fully understand how Service Quality, e-WOM, and Brand Image influence customers' repurchase intentions.

The objectives of this research are to analyze the relationship of Service Quality to Repurchase Intention, e-WOM to Repurchase Intention, and Brand Image to Repurchase Intention. This study also aims to analyze the mediating role of Brand Image in the relationship of Service Quality to Repurchase Intention and e-WOM to Repurchase Intention.

A quantitative approach was used through a survey method. Data was collected from 200 active customers of Barbershop Gunting Ajaib in Yogyakarta, selected through purposive sampling. Respondent criteria included individuals aged 13-44 years (representing Generation Z and Millennials), having used barbershop services in the last six months, and being active in seeking information and online reviews. A 1-5 Likert scale questionnaire was used for data collection. Data analysis was performed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with SmartPLS.

The research results show that: (1) Service Quality has a positive and significant relationship with Repurchase Intention. (2) e-WOM has a positive and significant relationship with Repurchase Intention. (3) Brand Image has a positive and significant relationship with Repurchase Intention. (4) Brand Image is proven to significantly mediate the relationship of Service Quality to Repurchase Intention. (5) Brand Image is proven to significantly mediate the relationship of e-WOM to Repurchase Intention.

The implication is that the management of Barbershop Gunting Ajaib needs to prioritize service quality, maximize positive e-WOM, and strengthen Brand Image. Marketing strategies must be integrated, leveraging the synergy between excellent service and positive reviews to build a strong brand image, foster loyalty, and enhance competitiveness. Theoretically, this research enriches the literature on the role of Brand Image as a mediator in the context of experience-based service industries.

Keywords: Service Quality, Electronic Word of Mouth (e-WOM), Brand Image, Repurchase Intention, Barbershop