

## ABSTRAK

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**Pengaruh Variasi Produk, Citra Merek, dan *Customer Experience* Terhadap Minat Beli Ulang dengan Kepuasan Konsumen Sebagai Faktor Mediator dan Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Pada Pelanggan Susu Ultra)**

151 halaman + LI halaman + 13 tabel + 2 gambar dan 4 lampiran

### Abstrak

Penelitian ini dilakukan dengan tujuan untuk menguji pengaruh variasi produk, citra merek, dan *customer experience* terhadap minat beli ulang dengan kepuasan konsumen sebagai faktor mediasi. Penelitian didesain sebagai *explanatory research*. Populasi penelitian adalah orang yang pernah melakukan pembelian susu Ultra dengan jumlah sampel 160 responden. Data dikumpulkan dengan menggunakan kuesioner. Analisis data menggunakan Metode *Partial Least Square Structural Equation Modeling*. Hasil penelitian menunjukkan bahwa variasi produk, citra merek, dan *customer experience* sesuai untuk dijadikan model yang mempengaruhi minat beli ulang dengan dimediasi kepuasan konsumen (GoF 0,311). Variasi produk mempengaruhi minat beli ulang dengan dimediasi kepuasan konsumen (p-value <,01), citra merek mempengaruhi minat beli ulang dengan dimediasi kepuasan konsumen (p-value 0,33), dan *customer experience* mempengaruhi minat beli ulang dengan dimediasi kepuasan konsumen (p-value <,01). Variasi produk (p-value <0,1), citra merek (p-value 0,11), *customer experience* (p-value <,01), dan kepuasan konsumen (p-value 0,11) masing-masing berpengaruh positif dan signifikan terhadap minat beli ulang. Variasi produk (p-value <,01), citra merek (p-value 0,01), dan *customer experience* (p-value 0,02) masing-masing berpengaruh positif dan signifikan terhadap kepuasan konsumen. Variasi produk, citra merek, *customer experience* terhadap minat beli ulang dan kepuasan konsumen pada pelanggan susu Ultra telah sesuai menurut pandangan Islam.

**Kata Kunci** : *variasi produk, citra merek, customer experience, minat beli ulang dan kepuasan konsumen.*

## **ABSTRACT**

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*The Effect of Product Variation, Brand Image, and Customer Experience on Repurchase Interest with Customer Satisfaction as a Mediator Factor and Overview from an Islamic Point of View (Case Study on Ultra Milk Customers)*

*151 pages + LI pages+ 13 tables + 2 pictures and 4 attachments*

### **Abstract**

*This research was conducted with the aim of examining the effect of product variation, brand image, and customer experience on repurchase interest with customer satisfaction as a mediating factor. The research was designed as an explanatory research. The population of this research is those who have purchased Ultra Milk with a total sample of 160 respondents. Data were collected using a questionnaire. Data analysis using Partial Least Square Structural Equation Modeling Method. The results showed that product variation, brand image, and customer experience are suitable to be used as models that influence repurchase interest mediated by consumer satisfaction (GoF 0.311). Product variation affects repurchase interest mediated by customer satisfaction (p-value <.01), brand image influences repurchase interest mediated by customer satisfaction (p-value 0.33), and customer experience influences repurchase interest mediated by customer satisfaction ( p-value <, 01). Product variation (p-value <0.1), brand image (p-value 0.11), customer experience (p-value <, 01), and customer satisfaction (p-value 0.11) each had a positive effect. and significant to repurchase interest. Product variation (p-value <.01), brand image (p-value 0.01), and customer experience (p-value 0.02) each had a positive and significant effect on customer satisfaction. Product variations, brand image, customer experience on repurchase interest and consumer satisfaction with Ultra milk customers are in accordance with Islamic views.*

**Keywords** : product variation, brand image, customer experience, repurchase interest and customer satisfaction.