

ABSTRAK

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Pengaruh Kualitas Pelayanan, *Social Media Marketing*, *Brand Image*, Persepsi Harga Terhadap Minat Beli Ulang Pada Bedak Wardah (Studi kasus pada Mall Kasablanka Kota Jakarta Selatan)

152 Halaman + Tabel + Gambar + Lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *Brand Image*, Persepsi Harga, *Social Media Marketing*, dan Kualitas Pelayanan terhadap Minat Beli Ulang. Pelanggan kosmetik Wardah di Jakarta Selatan merupakan populasi penelitian; Sampelnya berjumlah 200 Persepsiden. Persepsiden mengisi kuesioner yang digunakan untuk mengumpulkan data. Metode *Statistical Product and Service Solutions* (SPSS) digunakan untuk menganalisis data. Hasil penelitian menunjukkan bahwa Repurchase Intention dapat dipengaruhi oleh model yang memperhitungkan Persepsi Harga, *Brand Image*, *Social Media Marketing*, dan Kualitas Pelayanan. Namun kepuasan Minat Beli Ulang tidak banyak dipengaruhi oleh Kualitas Layanan. Sebaliknya, *Brand Image* tidak mempunyai pengaruh yang nyata terhadap Minat Beli Ulang, namun *Social Media Marketing* mempunyai pengaruh yang menguntungkan dan besar. Dan Persepsi Harga berpengaruh positif dan signifikan terhadap Minat Beli Ulang. Islam mengajarkan bahwa apabila seorang muslim memiliki suatu bisnis, maka harus mengikuti aturan berbisnis menurut ajaran Islam diantaranya yang berkaitan dengan jual beli.

Kata Kunci: Kualitas Pelayanan, Social Media Marketing, Brand Image, Persepsi Harga, Minat Beli Ulang

ABSTRACT

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The Influence of Service Quality, Social Media Marketing, Brand Image, Price Perception on Repurchase Interest in Wardah Powder (Case study at Kasablanka Mall, South Jakarta City).

152 Pages + Tables + Figures + Attachments

Abstract Description

The purpose of this study is to investigate how Repurchase Intention is impacted by Service Quality, Social Media Marketing, Brand Image, and Price Perception. Customers of Wardah Powder products in South Jakarta make up the research population, and there are 200 Persepsidents in the sample. A questionnaire was given to Persepsiders in order to gather data. The Statistical Product and Service Solutions (SPSS) approach is used for data analysis. The study's findings indicate that Repurchase Intention can be influenced by models that take into account Service Quality, Social Media Marketing, Brand Image, and Perception Price. Repurchase intention satisfaction is not much impacted by service quality. Meanwhile, Social Media Marketing has a positive and significant effect on Conversely, Social Media Marketing has a positive and large impact on repurchase intention. Consequently, it is impossible to find any connection between Brand Image and intention to repurchase. Additionally, Price Perception has a positive and large impact on Repurchase Intention. Islam teaches that if a Muslim has a business, he must follow the rules of business according to Islamic teachings, including those relating to buying and selling.

Keywords: *Service Quality, Social Media Marketing, Brand Image, Price Perception, Repurchase Intention*