

ABSTRAK

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2026

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120.2022.109

Pengaruh Kualitas Produk terhadap Minat Beli Ulang Melalui *Brandy Image*, Kepuasan Konsumen dan Gaya Hidup Sebagai Variabel Mediasi serta Tinjauannya dari Sudut Pandang Islam (studi kasus pada konsumen iphone di Jakarta Utara)

149 halaman + xvi halaman + 2 gambar + 7 tabel + 6 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk terhadap minat beli ulang dengan *brand image*, kepuasan konsumen, dan gaya hidup sebagai variabel mediasi pada konsumen iphone di Jakarta Utara. Teknik pengambilan sampel yang digunakan adalah purposive sampling dengan jumlah responden sebanyak 100 orang. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan metode Partial Least Square–Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa (1) Kualitas produk berpengaruh positif dan signifikan terhadap minat beli ulang (2) Kualitas produk berpengaruh positif dan signifikan terhadap brand image (3) Kualitas produk berpengaruh positif dan signifikan terhadap kepuasan konsumen (4) Kualitas produk berpengaruh positif dan signifikan terhadap gaya hidup (5) Brand image berpengaruh positif dan signifikan terhadap minat beli ulang (6) Kepuasan konsumen berpengaruh positif dan signifikan terhadap minat beli ulang (7) Gaya hidup berpengaruh positif dan signifikan terhadap minat beli ulang (8) Brand image memediasi secara positif dan signifikan pengaruh kualitas produk terhadap minat beli ulang (9) Kepuasan konsumen memediasi secara positif dan signifikan pengaruh kualitas produk terhadap minat beli ulang (10) Gaya hidup memediasi secara positif dan signifikan pengaruh kualitas produk terhadap minat beli ulang (11) Menurut pandangan Islam, aktivitas jual beli harus dilandasi prinsip kejujuran, keadilan, dan keterbukaan, sehingga produk yang ditawarkan sesuai dengan kualitas yang dijanjikan.

Kata Kunci : Kualitas Produk, Minat Beli Ulang, Brand Image, Kepuasan Konsumen, Gaya Hidup, Iphone , Islam

ABSTRACT

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The Effect of Product Quality on Repurchase Intention through Brand Image, Consumer Satisfaction, and Lifestyle as Mediating Variables, with an Islamic Perspective (A Case Study of iPhone Customers in North Jakarta)

149 pages + xvi pages + 2 figures + 7 tables + 6 appendices

Abstract Description

This study aims to analyze the effect of product quality on repurchase intention, with brand image, consumer satisfaction, and lifestyle as mediating variables among iPhone consumers in North Jakarta. The sampling technique used was purposive sampling, involving 100 respondents. Data were collected through questionnaires and analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method. The results show that: (1) product quality has a positive and significant effect on repurchase intention; (2) product quality has a positive and significant effect on brand image; (3) product quality has a positive and significant effect on consumer satisfaction; (4) product quality has a positive and significant effect on lifestyle; (5) brand image has a positive and significant effect on repurchase intention; (6) consumer satisfaction has a positive and significant effect on repurchase intention; (7) lifestyle has a positive and significant effect on repurchase intention; (8) brand image positively and significantly mediates the effect of product quality on repurchase intention; (9) consumer satisfaction positively and significantly mediates the effect of product quality on repurchase intention; (10) lifestyle positively and significantly mediates the effect of product quality on repurchase intention. From an Islamic perspective, buying and selling activities should be based on the principles of honesty, fairness, and transparency, ensuring that the products offered are consistent with the promised quality.

Keywords: *Product Quality, Repurchase Intention, Brand Image, Consumer Satisfaction, Lifestyle, iphone, Islam*