

ABSTRAK

**Fakultas Ekonomi dan Bisnis
Program Studi S-1 Manajemen
2025**

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“Pengaruh Kualitas Produk dan Inovasi Produk terhadap Niat Beli Ulang dengan Citra Merek sebagai Variabel Mediasi serta Tinjauannya dari Sudut Pandang Islam (Studi Kasus pada Gen Z yang Mengonsumsi Kopi Jago di wilayah DKI Jakarta)”

106 + xiv halaman + 18 tabel + 6 gambar dan 4 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk menguji pengaruh kualitas produk dan inovasi produk terhadap niat beli ulang dengan citra merek sebagai variabel mediasi. Populasi penelitian ini adalah Gen Z yang telah mengonsumsi Kopi Jago di wilayah DKI Jakarta. Sampel sebanyak **210 responden** diperoleh melalui teknik purposive sampling. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan metode PLS-SEM. Hasil penelitian menunjukkan bahwa: (1) Kualitas Produk berpengaruh positif dan signifikan terhadap Niat Beli Ulang, (2) Inovasi Produk berpengaruh positif dan signifikan terhadap Niat Beli Ulang, (3) Kualitas Produk berpengaruh positif dan signifikan terhadap Citra Merek, (4) Inovasi Produk berpengaruh positif dan signifikan terhadap Citra Merek, (5) Citra Merek berpengaruh positif dan signifikan terhadap Niat Beli Ulang, (6) Citra Merek memediasi secara signifikan pengaruh Kualitas Produk terhadap Niat Beli Ulang, dan (7) Citra Merek juga memediasi secara signifikan pengaruh Inovasi Produk terhadap Niat Beli Ulang. Kualitas produk, inovasi, dan citra merek yang diterapkan oleh Kopi Jago telah sesuai dengan prinsip-prinsip Islam.

Kata Kunci: Kualitas Produk, Inovasi Produk, Citra Merek, Niat Beli Ulang

ABSTRACT

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“The Influence of Product Quality and Product Innovation on Repurchase Intention with Brand Image as a Mediating Variable and Its Review from an Islamic Perspective (A Case Study on Gen Z Consumers of Kopi Jago in DKI Jakarta)”

106 + xiv pages + 18 tables + 6 figures and 4 appendices

Abstract Description

This study aims to examine the influence of product quality and product innovation on repurchase intention with brand image as a mediating variable. The population consists of Gen Z consumers who have consumed Kopi Jago in DKI Jakarta. A total of **210 respondents** were selected using purposive sampling. Data were collected through a questionnaire and analyzed using the PLS-SEM method. The results show that: (1) Product Quality has a positive and significant effect on Repurchase Intention, (2) Product Innovation has a positive and significant effect on Repurchase Intention, (3) Product Quality has a positive and significant effect on Brand Image, (4) Product Innovation has a positive and significant effect on Brand Image, (5) Brand Image has a positive and significant effect on Repurchase Intention, (6) Brand Image significantly mediates the effect of Product Quality on Repurchase Intention, and (7) Brand Image significantly mediates the effect of Product Innovation on Repurchase Intention. The product quality, innovation, and brand image implemented by Kopi Jago are in accordance with Islamic principles.

Keywords: Product Quality, Product Innovation, Brand Image, Repurchase Intention.