

ABSTRAK

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2026

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Pengaruh Kualitas Produk terhadap Minat Beli Ulang Melalui Kepuasan Pelanggan, Kepercayaan Pelanggan, dan Persepsi Nilai Sebagai Variabel Mediasi Dan Tinjauannya Menurut Sudut Pandang Islam (Studi Kasus Pada Konsumen *Thrift Shop* di Wilayah Jakarta Utara)

171 halaman + xvii + 4 gambar + 20 tabel + 3 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk terhadap minat beli ulang melalui kepuasan pelanggan, kepercayaan pelanggan, dan persepsi nilai sebagai variabel mediasi dan tinjauannya menurut sudut pandang Islam. Populasi pada penelitian ini adalah konsumen thrift shop yang berdomisili di wilayah Jakarta Utara dengan jumlah sampel 108 responden. Data dikumpulkan dengan menggunakan kuesioner. Analisis data menggunakan metode SPSS dan *Partial Least Square Structural Equation Modeling* (PLS-SEM). Hasil penelitian ini menunjukkan bahwa (1) Kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan (2) Kualitas produk berpengaruh positif dan signifikan terhadap kepercayaan pelanggan (3) Kualitas produk berpengaruh positif dan signifikan terhadap persepsi nilai (4) Kualitas produk tidak berpengaruh signifikan terhadap minat beli ulang (5) Kepuasan pelanggan tidak berpengaruh signifikan terhadap minat beli ulang (6) Kepercayaan pelanggan tidak berpengaruh signifikan terhadap minat beli ulang (7) Persepsi nilai berpengaruh positif dan signifikan terhadap minat beli ulang (8) Kepuasan pelanggan tidak mampu memediasi pengaruh kualitas produk terhadap minat beli ulang (9) Kepercayaan pelanggan tidak mampu memediasi pengaruh kualitas produk terhadap minat beli ulang (10) Persepsi nilai mampu memediasi secara positif dan signifikan kualitas produk terhadap minat beli ulang (11) Menurut pandangan Islam, dalam aktivitas jual beli, barang yang diperdagangkan harus memiliki kualitas yang baik, memberikan manfaat, serta terjamin kehalalannya sesuai dengan ketentuan syariat.

Kata kunci : Kualitas Produk, Kepuasan Pelanggan, Kepercayaan Pelanggan, Persepsi Nilai, Minat Beli Ulang, *Thrift Shop*, Islam.

ABSTRACT

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The Effect of Product Quality on Repurchase Intention through Customer Satisfaction, Customer Trust, and Perceived Value as Mediating Variables and Its Review from an Islamic Perspective (Case Study of Thrift Shop Consumers in North Jakarta).

171 pages + xvii pages + 4 figures + 20 table + 3 appendices

Abstract Description

His study aims to examine the effect of product quality on repurchase intention through customer satisfaction, customer trust, and perceived value as mediating variables, as well as its review from an Islamic perspective. The population of this study consists of thrift shop consumers domiciled in North Jakarta, with a sample of 108 respondents. Data were collected using a questionnaire. The data analysis methods used are the SPSS method and Partial Least Square Structural Equation Modeling (PLS-SEM). The research results show that (1) product quality has a positive and significant effect on customer satisfaction (2) product quality has a positive and significant effect on customer trust (3) product quality has a positive and significant effect on perceived value, (4) product quality does not have a significant effect on repurchase intention (5) customer satisfaction does not have a significant effect on repurchase intention (6) customer trust does not have a significant effect on repurchase intention (7) perceived value has a positive and significant effect on repurchase intention (8) customer satisfaction is not able to mediate the effect of product quality on repurchase intention (9) customer trust is not able to mediate the effect of product quality on repurchase intention (10) perceived value is able to positively and significantly mediate the effect of product quality on repurchase intention, and (11) according to the Islamic perspective, in buying and selling activities, the goods traded must have good quality, provide benefits, and be guaranteed halal in accordance with Islamic law.

Keywords: *Product Quality, Customer Satisfaction, Customer Trust, Perceived Value, Repurchase Intention, Thrift Shop, Islam.*