ABSTRAK

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Pengaruh Brand Image Dan Green Product Terhadap Minat Beli Ulang Dengan Kepuasan Konsumen Sebagai Variabel Mediasi Dan Dalam Sudut PandangIslam (Studi Pada Produk Fore Coffee Di Wilayah Jabodetabek)

115 + xiv halaman, 20 tabel, 8 gambar, dan 4 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *Brand Image* dan *Green Product* terhadap Minat Beli Ulang melalui Kepuasan Konsumen sebagai variabel mediasi dan dalam sudut pandang Islam pada produk Fore Coffee di wilayah Jabodetabek. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik *purposive sampling* terhadap 104 responden dan dianalisis menggunakan *Partial Least Square* (PLS) dengan bantuan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *Brand Image* berpengaruh signifikan terhadap Minat Beli Ulang, *Green Product* berpengaruh tidak signifikan terhadap Minat Beli Ulang, *Brand Image* berpengaruh signifikan terhadap Kepuasan Konsumen, *Green Product* berpengaruh signifikan terhadap Kepuasan Konsumen, Kepuasan Konsumen berpengaruh signifikan terhadap Minat Beli Ulang, Kepuasan Konsumen memediasi pengaruh Brand Image terhadap Minat Beli Ulang, serta Kepuasan Konsumen memediasi pengaruh Green Product terhadap Minat Beli Ulang. Temuan ini menunjukkan bahwa minat beli ulang konsumen Fore Coffee lebih dipengaruhi oleh citra merek yang kuat dan kepuasan konsumen, sedangkan penerapan green product belum secara langsung mendorong minat beli ulang, namun mampu meningkatkan kepuasan konsumen yang pada akhirnya mendorong pembelian ulang. Dalam perspektif Islam, penerapan *green product* mencerminkan prinsip amanah, keadilan, dan tanggung jawab dalam menjaga kelestarian lingkungan sebagai bentuk implementasi nilai-nilai syariah dalam kegiatan bisnis.

Kata Kunci: *Brand Image, Green Product*, Minat Beli Ulang, dan Kepuasan Konsumen.

ABSTRACT

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The Influence Of Brand Image And Green Product On Repurchase Intention Through Consumer Satisfaction As A Mediating Variable And From An Islamic Perspective (A Study on Fore Coffee Products in the Greater Jakarta Area)

115 + xiv pages, 20 tables, 8 figures, and 4 appendices

Abstract Description

This study aims to analyze the influence of Brand Image and Green Product on Repurchase Intention through Consumer Satisfaction as a mediating variable and from an Islamic perspective among Fore Coffee consumers in the Greater Jakarta Area (Jabodetabek). This study employed a quantitative approach using a purposive sampling technique involving 104 respondents. The data were analyzed using Partial Least Squares (PLS) with SmartPLS 4.0 software. The results indicate that Brand Image has a significant effect on Repurchase Intention, Green Product has no significant effect on Repurchase Intention, Brand Image has a significant effect on Consumer Satisfaction, Green Product has a significant effect on Consumer Satisfaction, Consumer Satisfaction has a significant effect on Repurchase Intention, Consumer Satisfaction mediates the influence of Brand Image on Repurchase Intention, and Consumer Satisfaction mediates the influence of Green Product on Repurchase Intention. These findings indicate that consumers' repurchase intention toward Fore Coffee is primarily influenced by a strong brand image and consumer satisfaction, while the implementation of green products does not directly encourage repurchase intention but enhances consumer satisfaction, which subsequently leads to repurchase intention. From an Islamic perspective, the implementation of green products reflects the principles of trustworthiness (amanah), justice ('adl), and responsibility in preserving environmental sustainability as an implementation of Islamic values in business practices.

Keywords: *Brand Image, Green Product, Repurchase Intention, and Consumer Satisfaction.*