

ABSTRAK

Pertumbuhan ritel fashion di Indonesia semakin hari semakin banyak dan hal ini didukung oleh kebutuhan akan pakaian di Indonesia yang semakin banyak dengan menuntut perkembangan fashion yang ada saat ini sehingga membuat merek fashion mulai banyak bermunculan di Indonesia. Sehingga industri fashion di Indonesia semakin bersaing untuk menarik minat konsumen untuk membeli produk fashion mereka. Salah satu merek fashion asing yang masuk ke Indonesia yaitu Pull & Bear

Variabel yang digunakan dalam penelitian ini ada lima variabel yaitu *service quality*, *price*, *brand image*, *customer satisfaction*, dan *repurchase intention*, variabel tersebut adalah variabel yang ada didalam objek ini Pull & Bear.

Jenis penelitian ini adalah penelitian kausal karena penelitian ini digunakan untuk menjelaskan hubungan sebab akibat antara variabel variabel dalam model penelitian, yaitu *service quality* terhadap *customer satisfaction*, *price* terhadap *customer satisfaction*, *brand image* terhadap *customer satisfaction*, dan *customer satisfaction* terhadap *repurchase intention*. Untuk pengolahan dan penganalisaan data dalam penelitian ini yaitu dengan menggunakan Structural Equation Modeling (SEM) dengan software AMOS 20.0 sebagai software untuk mengolah data

Temuan empiris tersebut mengindikasikan bahwa *price* memiliki pengaruh terbesar terhadap *customer satisfaction* dibandingkan variabel lainnya dengan nilai koefisien regresi 0,658. kemudian variabel *brand image* memiliki pengaruh terbesar kedua yang memiliki nilai koefisien regresi 0,272. Selanjutnya variabel *service quality* memiliki pengaruh terbesar ketiga terhadap *customer satisfaction* yang memiliki nilai koefisien regresi 0,148. Variabel *customer satisfaction* juga berpengaruh signifikan terhadap *repurchase intention* memiliki nilai koefisien regresi sebesar 0,872.

Kata Kunci : *Service Quality, Price, Brand Image, Customer Satisfaction, Repurchase Intention*

ABSTRACT

The growth of fashion retail in Indonesia is increasingly a lot and this is supported by the need for clothing in Indonesia are demanding more and more with the developments of the current fashion that makes a fashion brand started popping up in Indonesia. So the fashion industry in Indonesia increasingly compete to attract consumers to buy their fashion products. One foreign fashion brands to enter Indonesia is Pull & Bear

Variables used in this study there are five variables: service quality, price, brand image, customer satisfaction, and repurchase intention, these variables are variables that exist within this object Pull & Bear.

This research is a type of causal research because the research is used to explain the causal relationship between the variables in the research model, the service quality to customer satisfaction, price to customer satisfaction, brand image on customer satisfaction and customer satisfaction to repurchase intention. For processing and analyzing the data in this research is by using Structural Equation Modeling (SEM) with AMOS 20.0 software as software for data processing

The empirical findings indicate that price had the greatest influence on customer satisfaction compared to other variables in the regression coefficient value of 0.658. then the variable brand image has the second greatest influence regression coefficient which has a value of 0.272. Furthermore, variable service quality has the third largest influence on the customer satisfaction which has a value of regression coefficient 0,148. Variabel customer satisfaction is also significant effect on repurchase intention has a regression coefficient of 0.872.

Keywords : Service Quality, Price, Brand Image, Customer Satisfaction, Repurchase Intention