

**PENGARUH *BRAND IMAGE* DAN *BRAND TRUST* TERHADAP
REPURCHASE INTENTION (STUDI KASUS PADA KONSUMEN
PRODUK PANJI HERBAL)**

Oleh

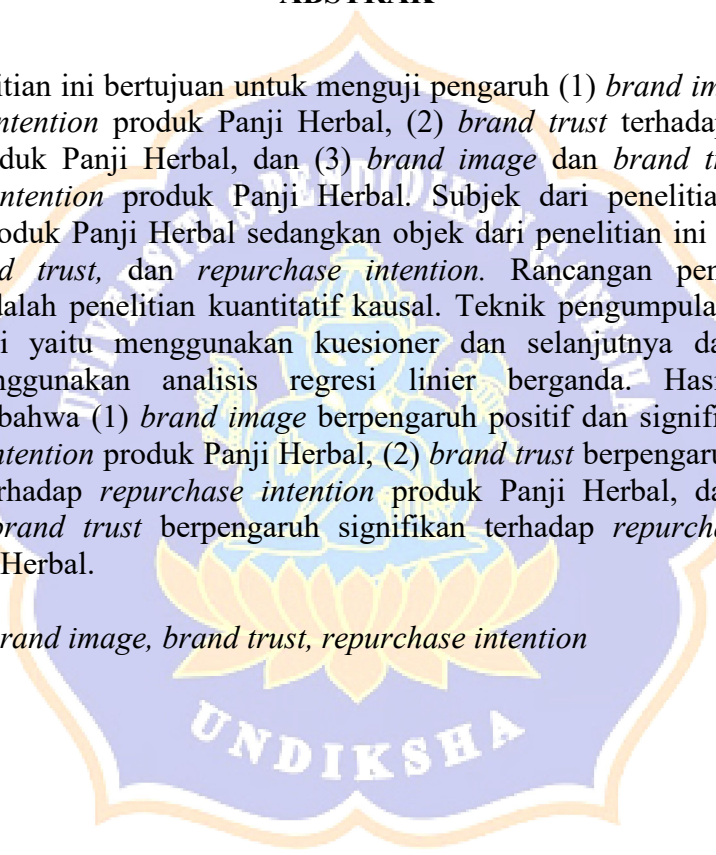
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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh (1) *brand image* terhadap *repurchase intention* produk Panji Herbal, (2) *brand trust* terhadap *repurchase intention* produk Panji Herbal, dan (3) *brand image* dan *brand trust* terhadap *repurchase intention* produk Panji Herbal. Subjek dari penelitian ini adalah konsumen produk Panji Herbal sedangkan objek dari penelitian ini adalah *brand image*, *brand trust*, dan *repurchase intention*. Rancangan penelitian yang digunakan adalah penelitian kuantitatif kausal. Teknik pengumpulan data dalam penelitian ini yaitu menggunakan kuesioner dan selanjutnya data dianalisis dengan menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa (1) *brand image* berpengaruh positif dan signifikan terhadap *repurchase intention* produk Panji Herbal, (2) *brand trust* berpengaruh positif dan signifikan terhadap *repurchase intention* produk Panji Herbal, dan (3) *brand image* dan *brand trust* berpengaruh signifikan terhadap *repurchase intention* produk Panji Herbal.

Kata kunci: *brand image*, *brand trust*, *repurchase intention*



ABSTRACT

This study aims to examine the effect of (1) brand image on repurchase intention of Panji Herbal products, (2) brand trust on repurchase intention of Panji Herbal products, and (3) brand image and brand trust on repurchase intention of Panji Herbal products. The subjects of this research are consumers of Panji Herbal products, while the objects of this research are brand image, brand trust, and repurchase intention. The research design used is causal quantitative research. Data collection techniques in this study were using questionnaires and subsequent data analysis using multiple linear regression analysis. The results of the study show that (1) brand image has a positive and significant effect on repurchase intention of Panji Herbal products, (2) brand trust has a positive and significant effect on repurchase intention of Panji Herbal products, and (3) brand image and brand trust have a significant effect on repurchase intention Panji Herbal products.

Keywords: brand image, brand trust, repurchase intention

