

PENGARUH CITRA MEREK DAN KUALITAS PRODUK TERHADAP NIAT BELI ULANG *SKINCARE FACIAL WASH POND'S* (Studi Pada Mahasiswa Universitas Pendidikan Ganesha)

Oleh

Sang Ayu Made Pradnya Mahardani, 2217041232

Jurusan Manajemen, Fakultas Ekonomi

ABSTRAK

Penelitian ini dilakukan untuk menguji pengaruh citra merek dan kualitas produk terhadap niat beli ulang *skincare facial wash* Pond's pada mahasiswa Universitas Pendidikan Ganesha. Pendekatan yang digunakan dalam penelitian ini adalah pendekatan kuantitatif dengan subjek penelitian mahasiswa Universitas Pendidikan Ganesha yang pernah membeli dan menggunakan produk *facial wash* Pond's. Objek penelitian meliputi citra merek, kualitas produk, dan niat beli ulang. Jenis data yang digunakan dalam penelitian ini adalah data primer yang diperoleh melalui penyebaran kuesioner kepada responden. Metode pengambilan sampel menggunakan teknik *non-probability* sampling dengan metode *purposive sampling*. Jumlah sampel yang digunakan dalam penelitian ini adalah sebanyak 120 responden. Data yang telah dikumpulkan kemudian dianalisis menggunakan teknik analisis regresi linier berganda dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa: (1) citra merek dan kualitas produk secara simultan berpengaruh positif dan signifikan terhadap niat beli ulang *skincare facial wash* Pond's pada mahasiswa Universitas Pendidikan Ganesha, (2) citra merek berpengaruh positif dan signifikan terhadap niat beli ulang *skincare facial wash* Pond's pada mahasiswa Universitas Pendidikan Ganesha, dan (3) kualitas produk berpengaruh positif dan signifikan terhadap niat beli ulang *skincare facial wash* Pond's pada mahasiswa Universitas Pendidikan Ganesha. Berdasarkan hasil penelitian tersebut, disarankan agar perusahaan terus menjaga dan meningkatkan citra merek Pond's melalui strategi pemasaran yang mampu memperkuat persepsi positif konsumen terhadap merek. Selain itu, perusahaan juga perlu mempertahankan dan meningkatkan kualitas produk agar mampu memenuhi harapan konsumen sehingga dapat mendorong terbentuknya niat beli ulang. Dengan memperhatikan kedua faktor tersebut secara berkelanjutan, diharapkan produk *facial wash* Pond's mampu meningkatkan niat beli ulang konsumen serta mempertahankan posisinya di tengah persaingan industri *skincare* yang semakin kompetitif.

Kata kunci: citra merek, kualitas produk, niat beli ulang.

***The Effect of Brand Image and Product Quality on
Repurchase Intention of Pond's Facial Wash Skincare
Products
(A Study on Students of Universitas Pendidikan Ganesha)***

By

Sang Ayu Made Pradnya Mahardani, 2217041232

Department of Management

ABSTRACT

This study was conducted to examine the effect of brand image and product quality on the repurchase intention of Pond's facial wash skincare products among students of Universitas Pendidikan Ganesha. This study employed a quantitative research approach, with the research subjects consisting of students of Universitas Pendidikan Ganesha who had previously purchased and used Pond's facial wash products. The research objects included brand image, product quality, and repurchase intention. The data used in this study were primary data collected through questionnaires distributed to the respondents. The sampling method employed was non-probability sampling using a purposive sampling technique. The total sample consisted of 120 respondents. The collected data were analyzed using multiple linear regression analysis with the assistance of the Statistical Package for the Social Sciences (SPSS) software. The results of the study indicate that: (1) brand image and product quality simultaneously have a positive and significant effect on the repurchase intention of Pond's facial wash skincare products among students of Universitas Pendidikan Ganesha; (2) brand image has a positive and significant effect on the repurchase intention of Pond's facial wash skincare products among students of Universitas Pendidikan Ganesha; and (3) product quality has a positive and significant effect on the repurchase intention of Pond's facial wash skincare products among students of Universitas Pendidikan Ganesha. Based on these findings, it is recommended that the company continuously maintain and strengthen Pond's brand image through marketing strategies that reinforce consumers' positive perceptions of the brand. In addition, the company should maintain and improve product quality to meet consumers' expectations, thereby encouraging repurchase intention. By consistently paying attention to these two factors, Pond's facial wash products are expected to increase consumers' repurchase intention and maintain their competitive position in the increasingly competitive skincare industry.

Keyword: brand image, product quality, repurchase intention, Universitas Pendidikan Ganesha