

## ABSTRAK

Penelitian ini memiliki judul pengaruh *brand image*, *product quality* dan *brand trust* terhadap *repurchase intention* (survei pada konsumen *hand & body lotion* Marina di Kota Bandung). Melihat fenomena bahwa proses *repurchase intention* ditemukan faktor yang bermasalah yaitu *brand image*, *product quality* dan *brand trust*. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *brand image*, *product quality* dan *brand trust* terhadap *repurchase intention* baik secara simultan maupun parsial. Metode penelitian yang digunakan yaitu metode deskriptif dan verifikatif dengan analisis regresi linear berganda, korelasi berganda dan koefisien determinasi. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara *brand image*, *product quality* dan *brand trust* terhadap *repurchase intention*. Besarnya pengaruh *brand image*, *product quality* dan *brand trust* secara simultan sebesar 72,3% dan sisanya 27,7% dipengaruhi variabel lain yang tidak diteliti. Secara parsial *brand image*, berpengaruh positif dan signifikan terhadap *repurchase intention* dengan kontribusi pengaruh sebesar 23,8%. Secara parsial *product quality*, berpengaruh positif dan signifikan terhadap *repurchase intention* dengan kontribusi pengaruh sebesar 24,9%. Secara parsial *brand trust*, berpengaruh positif dan signifikan terhadap *repurchase intention* dengan kontribusi pengaruh sebesar 23,6%.

**Kata kunci:** *Brand Image*, *Product Quality*, *Brand Trust* dan *Repurchase Intention*

## **ABSTRACT**

*This research is entitled **Effect of Brand Image, Product Quality and Brand Trust on Repurchase Intention (Consumer Survey of Marina Hand & Body Lotion in Bandung City)**. Looking at the phenomenon of the repurchase intention process, problematic factors were found, namely brand image, product quality and brand trust. This study aims to determine how much influence brand image, product quality and brand trust have on repurchase intentions either simultaneously or partially. The research method used is descriptive and verification method with multiple linear regression analysis, multiple correlation and coefficient of determination. The results of the study indicate that there is a positive and significant influence between brand image, product quality and brand trust on repurchase intention. The effect of brand image, product quality and brand trust simultaneously is 72.3% and the remaining 27.7% is influenced by other variables not examined. Partially, brand image has a positive and significant effect on repurchase intention with a contribution of 23.8%. Partially, product quality has a positive and significant effect on repurchase intention with a contribution of 24.9%. Partially, brand trust has a positive and significant effect on repurchase intention with a contribution of 23.6%.*

**Keywords: Brand Image, Product Quality, Brand Trust and Repurchase Intention**