

ABSTRAK

PENGARUH CITRA MEREK, KUALITAS PRODUK, DAN KEWAJARAN HARGA TERHADAP NIAT BELI ULANG KONSUMEN MELALUI KEPUASAN PELANGGAN SEBAGAI VARIABEL MEDIASI PADA PRODUK SHIFUDO

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Industri makanan beku di Indonesia berkembang pesat seiring dengan meningkatnya permintaan akan produk yang praktis dan bergizi, khususnya di kalangan rumah tangga berpenghasilan ganda yang menginginkan solusi cepat untuk kebutuhan makan keluarga. Shifudo, sebagai merek makanan olahan beku berbasis seafood, memanfaatkan tren ini dengan menawarkan produk yang mudah diakses melalui supermarket dan platform e-commerce. Penelitian ini bertujuan untuk menganalisis pengaruh citra merek, persepsi kualitas produk, kewajaran harga, dan kepuasan pelanggan terhadap niat beli ulang produk Shifudo. Data dikumpulkan melalui survei online dengan teknik purposive sampling, melibatkan 200 responden yang merupakan konsumen Shifudo. Analisis data menggunakan Structural Equation Modeling (SEM) dengan bantuan AMOS 24. Hasil penelitian menunjukkan bahwa citra merek dan kewajaran harga berpengaruh positif signifikan terhadap niat beli ulang, sementara persepsi kualitas hanya memengaruhi kepuasan pelanggan, yang pada gilirannya memperkuat niat beli ulang. Temuan ini menyoroti pentingnya citra merek dan harga yang wajar dalam mendorong loyalitas pelanggan Shifudo.

Kata Kunci: citra merek, persepsi kualitas, kewajaran harga, kepuasan pelanggan, niat beli ulang

ABSTRACT

THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY, AND PRICE FAIRNESS ON CONSUMER REPURCHASE INTENTION THROUGH CUSTOMER SATISFACTION AS A MEDIATING VARIABLE FOR SHIFUDO PRODUCTS

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The frozen food industry in Indonesia is rapidly growing, driven by an increasing demand for practical and nutritious products, particularly among dual-income households seeking quick meal solutions for their families. Shifudo, a brand offering seafood-based processed frozen food, capitalizes on this trend by providing products that are easily accessible through supermarkets and e-commerce platforms. This study aims to analyze the influence of brand image, product quality perception, price fairness, and customer satisfaction on the repurchase intention of Shifudo products. Data were collected through an online survey using purposive sampling, involving 200 respondents who are Shifudo customers. Data analysis was performed using Structural Equation Modeling (SEM) with the help of AMOS 24. The results showed that brand image and price fairness have a significant positive impact on repurchase intention, while product quality perception only influences customer satisfaction, which in turn strengthens repurchase intention. These findings highlight the importance of brand image and fair pricing in driving customer loyalty for Shifudo.

Keywords: brand image, product quality, price fairness, customer satisfaction, repurchase intention