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JUDUL: “PENGARUH *PERCEIVED QUALITY* TERHADAP *REPURCHASE INTENTION* MELALUI *PERCEIVED VALUE (FUNCTIONAL, EMOTIONAL, SOCIAL)* PADA THE BODYSHOP SURABAYA”

ABSTRAK

Perkembangan dunia kosmetik semakin hari semakin luas dimana kosmetik kini tidak hanya dinilai dari segi kegunaan namun juga dilihat dari nilai social dalam masyarakat. Perusahaan kosmetik mencoba menambahkan *value added* pada produk yang ditawarkan seperti yang dilakukan oleh *The Bodyshop* yang memulai kampanye “again animal testing” untuk mendukung penjualan dari produk kosmetik *The BodyShop*.

Tujuan penelitian adalah untuk menganalisa faktor-faktor yang mempengaruhi *Repurchase Intention* melalui *Perceived Value (Functional, Sosial, Emotional)* pada *The BodyShop* Surabaya.

Penelitian ini menggunakan metode deskriptif yang melibatkan 100 orang responden. Pengumpulan data dilakukan dengan menggunakan kuesioner. Data yang diperoleh dianalisis dengan metode SEM dengan aplikasi AMOS 16.0 untuk memperoleh hasil dari data yang dianalisis.

Hasil analisis menunjukkan bahwa variabel *Perceived Quality*, *Perceived Functional Value* dan *Perceived Emotional Value* berpengaruh positif sedangkan *Perceived Social Value* tidak signifikan terhadap *Repurchase Intention* pada *The Bodyshop* di Surabaya.

Kata kunci:

Kosmetik, *Perceived Value*, *Perceived Quality*, *Repurchase Intention*

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ABSTRACT

The development of increasingly extensive cosmetic cosmetics which are now not only assessed in terms of usability, but also be seen from the social values in society. Cosmetic companies try to add value added to the product being offered as performed by The Bodyshop who started the campaign “again animal testing” for boost cosmetic products of The Bodyshop.

The research objective was to analyze the factors that affect Repurchase Intention through Perceived Value (Functional, Social, Emotional) on The Bodyshop Surabaya.

This research uses descriptive method that involved 100 respondents. Data collected by using questionnaire. Data were analyzed with SEM method with AMOS 16.0 application to obtain the results of the analyzed data.

The analysis showed that the variables Perceived Quality, Perceived Value and Perceived Emotional Functional positive effect while the Perceived Value Social Value not significant on Repurchase Intention in The Bodyshop in Surabaya.

Keywords:

Cosmetic, Perceived Value, Perceived Quality, Repurchase Intention