ABSTRAK

Pertumbuhan ritel fashion di Indonesia semakin hari semakin banyak dan hal ini didukung oleh kebutuhan akan pakaian di Indonesia yang semakin banyak dengan menuntut pekembangan fashion yang ada saat ini sehingga membuat merek fashion mulai banyak bermunculan di Indonesia. Sehingga industri fashion di Indonesia semakin bersaing untuk menarik minat konsumen untuk membeli produk fashion mereka. Salah satu merek fashion asing yang masuk ke Indonesia yaitu Giordano. Variabel yang digunakan dalam penelitian ini ada enam variabel yaitu *Product Quality*, *Service Quality*, *Price*, *Brand Image*, *Customer Satisfaction*, dan *Repurchase Intention*, variabel tersebut adalah variabel yang ada didalam objek Giordano ini.

Jenis penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis *simple regression* dan *multiple regression* serta program SPSS 22 (*Statistical Product* and *Service Solution*), karena penelitian ini digunakan untuk menjelaskan hubungan sebab akibat antara variabel-variabel dalam model penelitian, yaitu *Product Quality* terhadap *Customer Satisfaction*, *Service Quality* terhadap *Customer Satisfaction*, *Price* terhadap *Customer Satisfaction*, *Brand Image* terhadap *Customer Satisfaction*, dan *Customer Satisfaction* terhadap *Repurchase Intention*.

Temuan empiris tersebut mengindikasikan bahwa *Customer Satisfaction* memiliki pengaruh terbesar terhadap *Repurchase Intention* dibandingkan variabel lainnya dengan nilai koefisien regresi 0.641. Kemudian variabel *Brand Image* memiliki pengaruh terbesar kedua yang memiliki nilai koefisien regresi 0.343. Selanjutnya variabel *Product Quality* memiliki pengaruh terbesar ketiga terhadap *Customer Satisfaction* yang memiliki nilai koefisien regresi 0.243. Variabel *Price* memiliki pengaruh yang rendah keempat yang memiliki nilai koefisien regresi 0.218. Dan yang kelima variabel *Service Quality* memiliki pengaruh terendah terhadap *Customer Satisfaction* dengan koefisien regresi sebesar 0.168.

Kata Kunci : *Product Quality*, *Service Quality*, *Price*, *Brand Image*, *Customer Satisfaction*, *Repurchase Intention*.

ABSTRACT

The growth of fashion retail in Indonesia is increasingly a lot and this is supported by the need for clothing in Indonesia are demanding more and more with the developments of the current fashion that makes a fashion brand started popping up in Indonesia. So the fashion industry in Indonesia increasingly compete to attract consumers to buy their fashion products. One foreign fashion brands to enter Indonesia is Giordano. Variables used in this study there are six variables: *Product Quality*, *Service Quality*, *Price*, *Brand Image*, *Customer Satisfaction*, and *Repurchase Intention*, these variables are variables that exist within this object Giordano.

This research uses quantitative approach with *simple regression* and multiple *regression* analysis and SPSS 22 (*Statistical Product* and *Service Solution*) program, because this research is used to explain the causal relationship between the variables in the research model, that is *Product Quality* to *Customer Satisfaction*, *Service Quality* to *Customer Satisfaction*, *Price* to *Customer Satisfaction*, *Brand Image* to *Customer Satisfaction*, and *Customer Satisfaction* to *Repurchase Intention*.

The empirical findings indicate that *Customer Satisfaction* has the greatest influence on *Repurchase Intention* compared to other variables with regression coefficient 0.641. Then *Brand Image* variable has the second largest influence which has regression coefficient value 0.343. Further *Product Quality* variables have the third largest influence on *Customer Satisfaction* which has the value of regression coefficient 0.243. The Price variable has a fourth low effect which has a regression coefficient value of 0.243. And *Service Quality* variable has the lowest influence to *Customer Satisfaction* with regression coefficient equal to 0.168.

Keywords : *Product Quality*, *Service Quality*, *Price*, *Brand Image*, *Customer Satisfaction*, *Repurchase Intention*.