

ABSTRAK

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PENGARUH *STORE ENVIRONMENT*, *PRODUCT QUALITY* DAN *PRICE FAIRNESS* TERHADAP *CUSTOMER SATISFACTION* DAN PENGARUH *WORD- OF-MOUTH* DAN *TRUST* TERHADAP *REPURCHASE INTENTION* TOKO KOSMETIK SEPHORA

(107 Halaman + 5 gambar + 22 tabel)

Persaingan di industri kecantikan di Indonesia semakin ketat. seperti yang terlihat dari perbedaan kinerja antara Sephora.co.id dan Sociolla.com. Total kunjungan dan peringkat yang lebih tinggi dari Sociolla.com menunjukkan adanya kesenjangan kinerja yang signifikan. Penelitian ini bertujuan mengkaji pengaruh *Store Environment*, *Product Quality*, dan *Price Fairness* terhadap *Customer Satisfaction*, serta pengaruh *Word-of-Mouth* (WOM) dan *Trust* terhadap *Repurchase Intention* pada konsumen toko kosmetik Sephora. Penelitian menggunakan pendekatan deskriptif dengan metode kuantitatif, di mana data diperoleh melalui kuisisioner yang disebarakan melalui *Google Form* dan dianalisis menggunakan SmartPLS. Hasil penelitian menunjukkan bahwa *Store Environment*, *Product Quality*, dan *Price Fairness* signifikan berpengaruh positif terhadap *Customer Satisfaction*, yang bersama *Word-of-Mouth* (WOM) dan *Trust* juga signifikan berpengaruh positif terhadap *Repurchase Intention*. Implikasi manajerial menekankan pentingnya meningkatkan kepuasan pelanggan, menciptakan Program *Referral* untuk meningkatkan WOM, melakukan evaluasi strategi penetapan harga, dan merancang toko dengan desain yang unik untuk menarik lebih banyak pengunjung.

Kata Kunci: *Store Environment*, *Product Quality*, *Price Fairness*, *Customer Satisfaction*, *Repurchase Intention*;

Referensi: 56 Referensi (2011-2023)

ABSTRACT

Agita Tria Anggraeni (01619220076)

THE INFLUENCE OF STORE ENVIRONMENT, PRODUCT QUALITY, AND PRICE FAIRNESS ON CUSTOMER SATISFACTION AND THE IMPACT OF WORD-OF-MOUTH AND TRUST ON REPURCHASE INTENTION AT SEPHORA COSMETIC STORE

(107 pages +5 figures + 22 tables)

Competition in the beauty industry in Indonesia is becoming increasingly intense, as evidenced by the performance disparity between Sephora.co.id and Sociolla.com. The higher total visits and rankings of Sociolla.com indicate a significant performance gap. This study aims to examine the impact of Store Environment, Product Quality, and Price Fairness on Customer Satisfaction, as well as the influence of Word-of-Mouth (WOM) and Trust on Repurchase Intention among Sephora cosmetic store customers. The research uses a descriptive approach with a quantitative method, where data is collected through questionnaires distributed via Google Forms and analyzed using SmartPLS. The results show that Store Environment, Product Quality, and Price Fairness have a significant positive impact on Customer Satisfaction, which, along with WOM and Trust, also significantly positively affects Repurchase Intention. Managerial implications highlight the importance of enhancing customer satisfaction, implementing a Referral Program to boost WOM, evaluating pricing strategies, and designing stores with unique designs to attract more visitors..

Keywords: Store Environment, Product Quality, Price Fairness, Customer Satisfaction, Repurchase Intention;

References: 56 References (2011-2023)