

## ABSTRAK

Eras Tarta (01619220064)

ANALISIS PENGARUH *PERCEIVED QUALITY*, *ADVERTISING EFFECTIVENESS* DAN *SOCIAL MEDIA PRESENCE* TERHADAP *REPURCHASE INTENTION* MELALUI *BRAND IMAGE* SEBAGAI VARIABEL MEDIASI (Studi kasus terhadap Telkomsel di wilayah Jabodetabek).

(xvi + 67 halaman; 7 gambar; 29 tabel; 5 lampiran)

Industri kartu operator seluler merupakan bagian integral dari sektor telekomunikasi yang memainkan peran penting dalam menyediakan layanan komunikasi kepada konsumen secara luas. Kartu operator seluler menyediakan akses yang diperlukan untuk telepon, pesan teks, dan internet mobile, memfasilitasi konektivitas yang vital bagi individu dan bisnis di seluruh dunia. Penelitian ini bertujuan untuk menguji penelitian terdahulu, yaitu analisis pengaruh *perceived quality*, *advertising effectiveness*, dan *social media presence* terhadap *repurchase intention* melalui *brand image* sebagai variabel mediasi. Penelitian ini menggunakan PT Telekomunikasi Selular (Telkomsel) yang merupakan salah satu perusahaan dalam industri operator seluler di Indonesia sebagai fokus penelitian. Responden penelitian ini diperoleh menggunakan dengan teknik *convenience sampling*, yaitu teknik pengambilan sampel yang memanfaatkan responden untuk menyebarkan kembali kuesioner yang ada. Responden yang dikumpulkan dalam penelitian ini adalah sebanyak 170 responden. Data yang terkumpul dianalisis dengan menggunakan metode *Structural Equation Model* (SEM) berbasis *Partial Least Square* (PLS). Hasil penelitian menunjukkan bahwa *advertising effectiveness* dan *social media presence* tidak secara langsung mempengaruhi *repurchase intention*, melainkan harus melalui *brand image* sebagai variabel mediasi. Akan tetapi *perceived quality* memiliki pengaruh positif terhadap *repurchase intention* dan pengaruh ini menjadi lebih kuat saat dimediasi oleh *brand image*.

Referensi : 65 (1993 – 2024)

Kata Kunci : *perceived quality*, *advertising effectiveness*, *social media presence*, *brand image*, *repurchase intention*.

## ABSTRACT

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*ANALYSIS OF THE INFLUENCE OF PERCEIVED QUALITY, ADVERTISING EFFECTIVENESS AND SOCIAL MEDIA PRESENCE ON REPURCHASE INTENTION THROUGH BRAND IMAGE AS A MEDIATION VARIABLE (Case study of Telkomsel in the Jabodetabek area).*

*(xvi + 67 pages; 7 images; 29 tables; 5 attachments)*

*The mobile operator card industry is an integral part of the telecommunications sector, playing a crucial role in providing communication services to a broad range of consumers. Mobile operator cards offer the necessary access for phone calls, text messaging, and mobile internet, facilitating vital connectivity for individuals and businesses worldwide. This study aims to examine previous research, specifically analyzing the influence of perceived quality, advertising effectiveness, and social media presence on repurchase intention through brand image as a mediating variable. The study focuses on PT Telekomunikasi Selular (Telkomsel), one of the leading companies in the mobile operator industry in Indonesia. Respondents for this research were obtained using a convenience sampling technique, which utilizes respondents to further distribute the questionnaire. A total of 170 respondents were collected for this study. The collected data were analyzed using the Structural Equation Model (SEM) method based on Partial Least Square (PLS). The results indicate that advertising effectiveness and social media presence do not directly affect repurchase intention but must go through brand image as a mediating variable. However, perceived quality has a positive influence on repurchase intention, and this influence becomes stronger when mediated by brand image.*

*Reference : 65 (1993 – 2024)*

**Keywords** : *perceived quality, advertising effectiveness, social media presence, brand image, repurchase intention.*