

## ABSTRAK

**Aldo Tafarel (01619230025)**

**Pengaruh *brand image*, *service quality*, *service convenience*, *product innovation*, dan *word of mouth* terhadap *repurchase intention* Ace Hardware di Jabodetabek.**

*(XIX + 128 halaman; 24 tabel; 7 gambar; 6 lampiran)*

Penelitian ini bertujuan untuk mengeksplorasi faktor-faktor yang memengaruhi *repurchase intention* pelanggan Ace Hardware di Jabodetabek dengan mengintegrasikan *service quality*, *service convenience*, *brand image*, *product innovation*, dan *word of mouth* sebagai variabel independen, serta *customer satisfaction* sebagai mediasi. Penelitian menggunakan metode kuantitatif dengan pendekatan survei terhadap 235 responden yang dipilih melalui teknik *purposive sampling*. Data dikumpulkan melalui kuesioner berbasis skala Likert 5 poin dan dianalisis menggunakan metode *partial least squares-structural equation modeling (PLS-SEM)*. Hasil penelitian menunjukkan bahwa *brand image*, *service quality*, *service convenience*, *product innovation* dan *word of mouth* memiliki pengaruh positif dan juga signifikan terhadap *repurchase intention*, termasuk hubungan *service quality* dan *service convenience* yang dimediasi *customer satisfaction*. Berdasarkan temuan ini, Ace Hardware disarankan untuk meningkatkan kualitas layanan, kemudahan transaksi, citra merek, inovasi produk, serta mendorong ulasan positif pelanggan guna meningkatkan kepuasan dan loyalitas pelanggan. Untuk penelitian selanjutnya, disarankan memperluas cakupan wilayah penelitian, mempertimbangkan variabel moderasi, dan mengeksplorasi perilaku pelanggan dalam konteks belanja daring untuk memperoleh hasil yang lebih komprehensif dan relevan.

**Kata kunci:** *Brand Image, Service Quality, Service Convenience, Product Innovation, Word of Mouth, Customer Satisfaction, Repurchase Intention.*

Referensi : 81 (1994-2024)

## ABSTRACT

**Aldo Tafarel (01619230025)**

***The influence of brand image, service quality, service convenience, product innovation, and word of mouth on repurchase intention at Ace Hardware in Jabodetabek.***

*(XIX + 128 pages; 24 table; 7 figures; 6 appendices)*

*This study aims to explore the factors influencing repurchase intention among Ace Hardware customers in the Greater Jakarta area (Jabodetabek) by integrating service quality, service convenience, brand image, product innovation, and word of mouth as independent variables, with customer satisfaction as a mediating variable. The research employed a quantitative method with a survey approach involving 235 respondents selected through purposive sampling. Data were collected using a questionnaire based on a 5-point Likert scale and analyzed using the partial least squares-structural equation modeling (PLS-SEM) method. The results indicate that brand image, service quality, service convenience, product innovation, and word of mouth have a positive and significant influence on repurchase intention, including the relationships between service quality and service convenience mediated by customer satisfaction. Based on these findings, Ace Hardware is recommended to enhance service quality, transaction convenience, brand image, product innovation, and encourage positive customer reviews to improve customer satisfaction and loyalty. For future research, it is suggested to expand the scope of the study to a national level, consider moderation variables, and explore customer behavior in the context of online shopping to obtain more comprehensive and relevant results.*

*Keywords: Brand Image, Service Quality, Service Convenience, Product Innovation, Word of Mouth, Customer Satisfaction, Repurchase Intention.*

*References : 81 (1994-2024)*