

# **ABSTRACT**

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## **THE INFLUENCE OF BRAND IMAGE AND FOOD QUALITY ON REPURCHASE INTENTION MEDIATED BY CUSTOMER SATISFACTION IN BAKMIE KHEK SELAT PANJANG, S. PARMAN STREET MEDAN**

(xviii + 178 pages; 20 figures; 58 tables; 16 appendixes)

The rapid growth of the Indonesian food and beverage industry has resulted in increased competition, leading to challenges in brand image and food quality for the Bakmie Khek Selat Panjang branch on S. Parman Street, Medan.

The research aimed to analyze the influence of brand image and food quality on repurchase intentions through customer satisfaction. Seven hypotheses were tested using quantitative methods, and the samples were collected through non-probability sampling, specifically purposive sampling.

Before the main analysis, validity and reliability were assessed through a pretest. Data were collected from 97 customers via questionnaires and were analyzed using SPSS 25.0 for classical assumption testing, path analysis, and hypothesis testing.

The findings showed that Brand Image (X1) and Food Quality (X2) significantly and positively influenced Customer Satisfaction (Z) and Repurchase Intention (Y). Additionally, Customer Satisfaction (Z) was found to significantly and positively influence Repurchase Intention (Y). Significant influences on Repurchase Intention (Y) were also observed for both Brand Image (X1) and Food Quality (X2) through Customer Satisfaction (Z).

Enhancing brand positioning, implementing quality control measures, and establishing a customer feedback system to encourage repeat purchases are recommendations for improvement.

**Keywords: Brand Image, Food Quality, Customer Satisfaction, Repurchase Intention**

References: 42 (2019-2024)

## **ABSTRAK**

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**PENGARUH CITRA MEREK DAN KUALITAS MAKANAN TERHADAP  
MINAT BELI ULANG DIMEDIASI OLEH KEPUASAN PELANGGAN  
PADA BAKMIE KHEK SELAT PANJANG,  
JALAN S. PARMAN MEDAN**

(xviii + 178 pages; 20 figures; 58 tables; 16 appendixes)

*Pertumbuhan pesat industri makanan dan minuman di Indonesia telah mengakibatkan meningkatnya persaingan, yang menyebabkan tantangan dalam citra merek dan kualitas makanan untuk cabang Bakmie Khek Selat Panjang di Jalan S. Parman, Medan.*

*Penelitian ini bertujuan untuk menganalisis pengaruh citra merek dan kualitas makanan terhadap niat membeli kembali melalui kepuasan pelanggan. Tujuh hipotesis diuji menggunakan metode kuantitatif, dan sampel dikumpulkan melalui pengambilan sampel non-probabilitas, khususnya dengan purposive sampling.*

*Sebelum analisis utama, validitas dan reliabilitas dinilai melalui uji awal. Data dikumpulkan dari 97 pelanggan melalui kuesioner dan dianalisis menggunakan SPSS 25.0 untuk pengujian asumsi klasik, analisis jalur, dan pengujian hipotesis.*

*Hasil penelitian menunjukkan bahwa Citra Merek (X1) dan Kualitas Makanan (X2) berpengaruh signifikan dan positif terhadap Kepuasan Pelanggan (Z) dan Niat Membeli Kembali (Y). Selain itu, Kepuasan Pelanggan (Z) juga ditemukan memiliki pengaruh signifikan dan positif terhadap Niat Membeli Kembali (Y). Pengaruh signifikan terhadap Niat Membeli Kembali (Y) juga diamati untuk Citra Merek (X1) dan Kualitas Makanan (X2) melalui Kepuasan Pelanggan (Z).*

*Rekomendasi untuk perbaikan meliputi peningkatan posisi merek, penerapan langkah-langkah pengendalian kualitas, dan pembentukan sistem umpan balik pelanggan untuk mendorong pembelian ulang.*

**Kata Kunci:** *Citra Merek, Kualitas Makanan, Kepuasan Pelanggan, Minat Beli Ulang*

**Referensi:** 42 (2019-2024)