

# ABSTRACT

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## THE INFLUENCE OF BRAND IMAGE, TRUST, AND E-WOM ON CUSTOMERS' REPURCHASE INTENTION AT PT GATOT SUBROTO MEDIKA UTAMA, MEDAN

(xiii+85 pages; 8 figures; 20 tables; 6 appendixes)

Laboratorium Klinik Gatot Subroto, operated by PT Gatot Subroto Medika Utama is a well-established medical lab that has provided diagnostic and preventive services for over 20 years. The lab has recently observed a decline in customer repurchase rates, likely due to increased competition from Indonesia's growing number of medical facilities.

Brand image represents how consumers perceive and associate with a brand. Trust reflects a customer's confidence and willingness to depend on another party. E-WOM involves customer feedback that is communicated online. Repurchase intention indicates the likelihood of repeat purchases.

The research method used is quantitative research with descriptive and causal approaches. The population used is the customers of PT Gatot Subroto Medika Utama who visited and purchased at least 2 times. The sampling method used is non-probability sampling which is the purposive sampling method where the sample will be the respondents will be selected through the criteria.

Data validity and reliability were tested using SPSS 26.00. The analysis included normality, heteroscedasticity, multicollinearity, and followed by multiple regression, coefficient of determination, and hypothesis testing with F-test and T-test. The study has indicated that brand image, trust, and e-wom variables have a partial positive and significant effect and have a simultaneous significant effect on PT Gatot Subroto Medika Utama Medan.

Based on these findings, PT Gatot Subroto Medika Utama should enhance its brand image by increasing customer satisfaction through personalized communication, feedback, and community engagement. To build trust, it must streamline services and foster transparency and strong relationships. Strengthening e-WOM requires promoting testimonials, creating engaging content, and encouraging patient reviews. Finally, boosting repurchase intention calls for aligning quality service with trust-building and leveraging positive online recommendations.

**Keywords: Brand Image, Trust, E-WOM, Repurchase Intention**

References: 39 (2019-2024)

# ***ABSTRAK***

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***PENGARUH CITRA MEREK, KEPERCAYAAN, DAN E-WOM TERHADAP  
NIAT MEMBELI KEMBALI PELANGGAN DI PT GATOT SUBROTO  
MEDIKA UTAMA MEDAN***

(xiii+85 pages; 8 figures; 20 tables; 6 appendixes)

*Laboratorium Klinik Gatot Subroto, yang dioperasikan oleh PT Gatot Subroto Medika Utama, adalah laboratorium medis mapan yang menyediakan layanan diagnostik selama lebih dari 20 tahun. Baru-baru ini, terjadi penurunan tingkat pembelian ulang pelanggan, kemungkinan akibat meningkatnya persaingan fasilitas medis di Indonesia.*

*Citra merek mencerminkan bagaimana konsumen memandang sebuah merek. Kepercayaan menggambarkan keyakinan pelanggan untuk bergantung pada pihak lain, sementara e-WOM (Electronic Word of Mouth) melibatkan umpan balik pelanggan secara daring. Niat pembelian ulang mengindikasikan kemungkinan pelanggan melakukan pembelian berulang.*

*Penelitian ini dilakukan secara kuantitatif dengan pendekatan deskriptif dan kausal yang melibatkan pelanggan yang telah berkunjung dan membeli setidaknya dua kali. Sampel dipilih dengan metode purposive sampling.*

*Data riset diuji validitas dan reliabilitas menggunakan SPSS 26.00 kemudian normalitas, heteroskedastisitas, multikolinearitas, koefisien determinasi, serta uji hipotesis F dan T. Hasilnya menunjukkan bahwa citra merek, kepercayaan, dan e-WOM berpengaruh positif dan signifikan, baik secara parsial maupun simultan.*

*Berdasarkan hasil temuan, PT Gatot Subroto Medika Utama disarankan meningkatkan citra merek dengan kepuasan pelanggan, komunikasi personal, dan keterlibatan komunitas. Kepercayaan dapat dibangun dengan layanan sederhana, transparan, dan hubungan yang kuat. Memperkuat e-WOM membutuhkan promosi testimoni, konten menarik, dan ulasan pasien. Meningkatkan niat pembelian ulang memerlukan layanan berkualitas dan rekomendasi daring yang positif.*

***Kata Kunci: Citra Merek, Kepercayaan, E-WOM, Minat Beli Ulang***

***Referensi: 39 (2019-2024)***