

**THE IMPACT OF BRAND IMAGE, SERVICE QUALITY,
AND SALES PROMOTION ON CUSTOMER REPURCHASE
INTENTION THROUGH CUSTOMER SATISFACTION
AT TOKOPEDIA IN SURABAYA**



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SURABAYA
2018**

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By:

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APPROVAL PAGE

THESIS

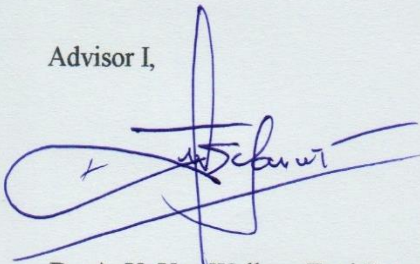
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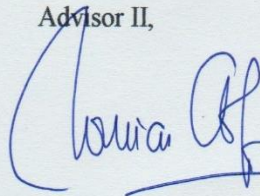
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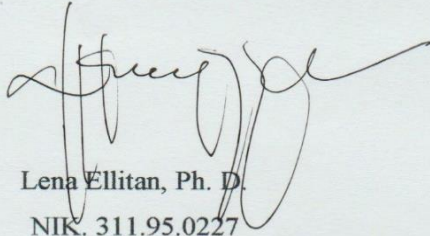
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**AUTHENTICITY STATEMENT OF SCIENTIFIC
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Acknowledge that this final assignment report is authentically written by me. If this paper is found as plagiarism, I am willingly take any sanctions from the Business Faculty of Widya Mandala Catholic University Surabaya. I also approve that this papers to be published on the internet (Digital Library of Widya Mandala Catholic University Surabaya) for academic importance to the extent of copyright law.

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FOREWORDS

Give thanks to Lord Jesus Christ for all of His blessing that is given to the author so author able to complete the thesis titled “The impact of Brand Image, Service Quality and Sales Promotion on Customer Repurchase Intention through Customer Satisfaction at Tokopedia in Surabaya”. This thesis is created as the requirements to complete Bachelor program in Faculty of Business, Widya Mandala Catholic University Surabaya. During the writing process of this thesis, the author obtained a great amount of help, guidance, and support from various sources. Therefore, the author would like to express gratefulness to:

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Surabaya, June 22, 2018
Researcher

Davin Valentin Setiawan

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The Impact of *Brand Image, Service Quality, and Sales Promotion* on *Customer Repurchase Intention* through *Customer Satisfaction* at Tokopedia in Surabaya

ABSTRACT

This research was conducted to examine the direct and indirect impact of *Brand Image, Service Quality, and Sales Promotion* on *Repurchase Intention* through *Customer Satisfaction* at Tokopedia in Surabaya.

This research is a quantitative research that has four hypotheses to be tested. The sample used in this research is 160 respondents who has Tokopedia account and buy from Tokopedia at least 3 times per year with a minimum age required is 17 years old. The response from respondent is measured using Likert scale from 1-5. Data were collected using online questionnaire and processed with Structural Equation Model analysis technique using SMARTPLS 3 program. The result from analysis shows that all variables: *Brand Image, Service Quality* and *Sales Promotion* has a positive and significant impact on *Repurchase Intention* through *Customer Satisfaction*. Therefore, it can be concluded that all hypothesis is accepted.

For other researchers who want to conduct same research, can expand with other variables used such as *price, website quality, and impulse buying* or expand the scale of respondent used, and can be broadened to other e-commerce as well. Tokopedia need to maintain and increase their *Brand Image, Service Quality, and Sales Promotion* because it can bring either huge benefits or vice versa to their business because all of the customer experience will lead to satisfaction or dissatisfaction and from their satisfaction, it will lead to intention to do another repurchase.

Keywords: *Brand Image, Service Quality, Sales Promotion, Repurchase Intention, Customer Satisfaction*

Pengaruh *Citra Merek, Kualitas Layanan, dan Promosi Penjualan* terhadap *Minat Pembelian Ulang* melalui *Kepuasan pelanggan* di Tokopedia di Surabaya

ABSTRAK

Penelitian ini dilaksanakan untuk menguji pengaruh langsung dan tidak langsung dari *Citra Merek, Kualitas Layanan, dan Promosi Penjualan* terhadap *Minat Pembelian Ulang* melalui *Kepuasan Pelanggan* di Tokopedia di Surabaya.

Penelitian ini merupakan penelitian kuantitatif yang memiliki empat hipotesis yang akan diuji. Sampel yang digunakan dalam penelitian ini adalah 160 responden yang memiliki akun Tokopedia dan membeli dari Tokopedia minimal 3 kali per tahun dengan usia minimum yang dibutuhkan adalah 17 tahun. Tanggapan dari responden diukur menggunakan skala likert dari 1-5. Data dikumpulkan menggunakan kuisioner online dan diproses dengan teknik analisis Persamaan Struktural menggunakan program SMARTPLS 3. Hasil analisis menunjukkan bahwa semua variabel: *Citra Merek, Kualitas Layanan* dan *Promosi Penjualan* memiliki pengaruh positif dan signifikan terhadap *Minat Pembelian ulang* melalui *Kepuasan Pelanggan*. Oleh karena itu dapat disimpulkan bahwa semua hipotesis diterima.

Untuk peneliti lain yang ingin melakukan penelitian yang sama bisa memperluas variabel lain yang digunakan seperti *harga, kualitas website, dan impulsive buying* atau memperluas skala responden yang digunakan, dan dapat diperluas ke e-commerce lain juga. Tokopedia perlu mempertahankan dan meningkatkan *Citra Merek, Kualitas Layanan* dan *Promosi Penjualan* karena dapat mengarahkan pada *kepuasan* atau sebaliknya, dan dari *kepuasan* itu mengarahkan untuk melakukan *pembelian Ulang*.

Kata kunci: *Citra Merek, Kualitas Layanan, Promosi Penjualan, Minat Pembelian Ulang, Kepuasan Konsumen.*