

# **THE EFFECTS OF PRODUCT QUALITY, PRICE AND BRAND IMAGE ON CUSTOMER SATISFACTION WITH REPURCHASE INTENTION AS AN INTERVENING VARIABLE SKINTIFIC PRODUCTS IN TANGERANG**

## **ABSTRACT**

*His study aims to analyze the effect of product quality, price and brand image on customer satisfaction with repurchase intention as an intervening variable. The population used in this study were consumers or customers of Skintific Products in the Tangerang area. The number of samples used in this study were 250 respondents. The data collection method was carried out through a questionnaire. This study uses the Structural Equation Modeling (SEM) analysis technique with the AMOS 24.0 analysis tool.*

*The results of this study indicate that product quality has a positive and significant effect on repurchase interest, price has a positive and significant effect on repurchase interest, brand image has a positive and significant effect on repurchase interest and repurchase interest has a positive and significant effect on customer satisfaction. Product quality has a positive and significant effect on customer satisfaction, price has a positive and significant effect on customer satisfaction, brand image has no positive and significant effect on customer satisfaction.*

*Keywords: Product Quality, Price, Brand Image, Repurchase Interest, Consumer Satisfaction*

(xii + 66 + Attachments)

Bibliography (2002 – 2023)