

ABSTRAK

Penelitian ini dimaksudkan untuk mengeksplorasi serta mengevaluasi secara terpisah pengaruh kualitas produk, *brand image*, dan kepercayaan merek terhadap minat beli ulang *body lotion Scarlett* di lingkungan kampus ITB Widya Gama Lumajang. Studi ini dilaksanakan karena terdapat ketidaksesuaian temuan antara riset-riset sebelumnya. Produk *body lotion Scarlett* sendiri merupakan salah satu jenis perawatan tubuh yang tengah naik daun dan diminati oleh berbagai lapisan, khususnya kalangan mahasiswa, lantaran menawarkan beragam aroma serta klaim manfaat yang dipercaya mampu mencerahkan sekaligus menjaga kelembapan kulit. Metodologi yang digunakan dalam riset ini bersifat deskriptif kuantitatif, dengan pendekatan data primer yang diperoleh melalui penyebaran instrumen kuesioner kepada responden. Jumlah partisipan yang terlibat sebanyak 60 orang yang ditentukan secara acak menggunakan metode *purposive sampling*. Variabel bebas dalam penelitian ini meliputi kualitas produk dengan 4 indikator, *brand image* sebanyak 3 indikator, serta kepercayaan merek yang diukur melalui 4 indikator. Adapun variabel terikatnya yakni minat beli ulang, yang dikaji dengan menggunakan 5 indikator. Berdasarkan hasil perhitungan analitis, ditemukan bahwa secara parsial kualitas produk dan *brand image* menunjukkan pengaruh yang signifikan terhadap kecenderungan melakukan pembelian ulang produk *body lotion Scarlett* di kampus tersebut. Namun demikian, kepercayaan merek secara individu tidak memperlihatkan dampak yang berarti terhadap minat beli ulang.

Kata Kunci : Kualitas Produk, Brand Image, Kepercayaan Merek, Dan Minat Beli Ulang.

ABSTRACT

This study is intended to explore and evaluate separately the influence of product quality, brand image, and brand trust on the intention to repurchase Scarlett body lotion in the ITB Widya Gama Lumajang campus environment. This study was conducted because there was a discrepancy in the findings between previous studies. Scarlett body lotion products themselves are one type of body care that is currently on the rise and in demand by various groups, especially students, because they offer a variety of aromas and claims of benefits that are believed to be able to brighten and maintain skin moisture. The methodology used in this research is descriptive quantitative, with a primary data approach obtained through the distribution of questionnaire instruments to respondents. The number of participants involved was 60 people who were randomly determined using the purposive sampling method. The independent variables in this study include product quality with 4 indicators, brand image with 3 indicators, and brand trust which is measured through 4 indicators. The dependent variable is intention to repurchase, which is studied using 5 indicators. Based on the results of analytical calculations, it was found that partially product quality and brand image showed a significant influence on the tendency to repurchase Scarlett body lotion products on the campus. However, individual brand trust does not show a significant impact on repurchase intention.

Keywords : Product Quality, Brand Image, Brand Trust, And Repurchase Interest