

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh citra toko dan harga terhadap *repurchase intention* yang dimediasi oleh kepuasan pelanggan pada Toko Anugerah Cosmetic Jombang. Industri kecantikan di Indonesia mengalami pertumbuhan yang pesat, dan toko kosmetik lokal seperti Anugerah Cosmetic harus mampu mempertahankan pelanggan melalui strategi pemasaran yang efektif, terutama dalam membangun citra toko yang baik dan menerapkan harga yang kompetitif. Penelitian ini menggunakan pendekatan kuantitatif dengan metode purposive sampling yang melibatkan 97 responden, yaitu pelanggan yang pernah berbelanja di Anugerah Cosmetic Jombang.

Data dikumpulkan melalui penyebaran kuesioner online dan dianalisis menggunakan metode Structural Equation Modeling (SEM) dengan bantuan perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa citra toko dan harga berpengaruh signifikan terhadap kepuasan pelanggan. Selain itu, kepuasan pelanggan terbukti memediasi hubungan antara harga terhadap *repurchase intention* namun tidak memediasi hubungan antara citra toko dengan *repurchase intention*.

Penelitian ini memberikan kontribusi teoretis dengan memperkaya literatur tentang perilaku konsumen di sektor ritel kecantikan. Selain itu, hasil penelitian juga memiliki implikasi praktis bagi manajemen Toko Anugerah Cosmetic dalam menyusun strategi peningkatan pelayanan, penyusunan harga yang adil, serta upaya membangun citra toko yang positif agar dapat meningkatkan *repurchase intention* pelanggan.

Dengan mempertimbangkan temuan-temuan ini, penelitian ini merekomendasikan agar toko kosmetik, khususnya Anugerah Cosmetic, secara konsisten menjaga kualitas layanan, transparansi harga, serta memperhatikan kenyamanan berbelanja. Penelitian ini juga membuka peluang bagi riset lanjutan yang dapat mengeksplorasi variabel-variabel lain seperti promosi digital, ulasan konsumen daring, atau pengalaman belanja berbasis teknologi sebagai penentu loyalitas pelanggan di era digital saat ini.

ABSTRACT

This study aims to analyze the effect of store image and price on repurchase intention, mediated by customer satisfaction, at Anugerah Cosmetic Store in Jombang. The beauty industry in Indonesia is experiencing rapid growth, and local cosmetic stores such as Anugerah Cosmetic must retain customers through effective marketing strategies, particularly by building a positive store image and implementing competitive pricing. This research uses a quantitative approach with purposive sampling involving 97 respondents, all of whom have previously shopped at Anugerah Cosmetic.

Data were collected through an online questionnaire and analyzed using Structural Equation Modeling (SEM) with SmartPLS 4.0 software. The results show that store image and price have a significant influence on customer satisfaction. Furthermore, customer satisfaction is proven to mediate the relationship between store image and price with repurchase intention. These findings reinforce the theory that customer satisfaction is a critical factor in shaping consumer loyalty.

The study provides theoretical contributions by enriching the literature on consumer behavior in the beauty retail sector. In addition, the results offer practical implications for the management of Anugerah Cosmetic in developing strategies to enhance service quality, establish fair pricing, and build a positive store image to increase customers' repurchase intentions. Customer satisfaction acts as a vital bridge that connects store image and pricing perceptions to repeat purchase decisions.

Considering these findings, the research recommends that cosmetic stores, especially Anugerah Cosmetic, consistently maintain service quality, ensure pricing transparency, and create a pleasant shopping experience. This study also opens opportunities for future research to explore other variables such as digital promotions, online customer reviews, or technology-based shopping experiences as determinants of customer loyalty in the digital era.