

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Perceived Value* dan *Brand Image* terhadap Pembelian Ulang melalui Kepuasan Pelanggan sebagai variabel mediasi pada pelanggan RM Bebek Sinjay Bangkalan. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian eksplanatori. Populasi penelitian adalah seluruh pelanggan RM Bebek Sinjay Bangkalan yang pernah melakukan pembelian. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah responden sebanyak 300 orang. Pengumpulan data dilakukan melalui penyebaran kuesioner menggunakan skala Likert lima poin. Analisis data menggunakan *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) dengan bantuan aplikasi SmartPLS 4. Hasil penelitian menunjukkan bahwa *Perceived Value* dan *Brand Image* berpengaruh positif dan signifikan terhadap Pembelian Ulang. Selain itu, *Perceived Value* dan *Brand Image* juga berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan. Selanjutnya, Kepuasan Pelanggan terbukti berpengaruh positif dan signifikan terhadap Pembelian Ulang. Pengujian efek mediasi menunjukkan bahwa Kepuasan Pelanggan mampu memediasi secara positif dan signifikan hubungan antara *Perceived Value* terhadap Pembelian Ulang, serta hubungan antara *Brand Image* terhadap Pembelian Ulang. Temuan penelitian ini memberikan implikasi bahwa peningkatan persepsi nilai dan citra merek yang positif mampu meningkatkan kepuasan pelanggan, sehingga mendorong pelanggan untuk melakukan pembelian ulang.

Kata Kunci: *Perceived Value*, *Brand Image*, Kepuasan Pelanggan, Pembelian Ulang

ABSTRACT

This study aims to examine the effect of Perceived Value and Brand Image on Repurchase Intention through Customer Satisfaction as a mediating variable among customers of RM Bebek Sinjay Bangkalan. This research employed a quantitative approach using an explanatory research design. The population consisted of all customers who had made purchases at RM Bebek Sinjay Bangkalan. A purposive sampling technique was applied, resulting in a sample of 300 respondents. Data were collected through a structured questionnaire using a five-point Likert scale. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4 software. The findings indicate that Perceived Value and Brand Image have a positive and significant effect on Repurchase Intention. Furthermore, Perceived Value and Brand Image also have a positive and significant effect on Customer Satisfaction. In addition, Customer Satisfaction has a positive and significant effect on Repurchase Intention. The mediation analysis demonstrates that Customer Satisfaction significantly mediates the relationship between Perceived Value and Repurchase Intention, as well as the relationship between Brand Image and Repurchase Intention. The findings imply that enhancing customers' perceived value and strengthening a positive brand image can increase customer satisfaction, which in turn encourages repurchase intention.

Keyword: *Perceived Value, Brand Image, Customer Satisfaction, Repurchase Intention*