

ABSTRACT

The Influence of Product Quality on Repurchase Interest Through Customer Satisfaction on Hanasui Products in JABODETABEK

Veronica Amarta Delcielo 1) Dr. (Cand.) Mohammad Trio Febriyantoro, S.E.,M.M. 2)

1) *Pembangunan Jaya University Management Study Student Program*

2) *Lecturer of Pembangunan Jaya University Management Study Program*

This research was conducted with the aim of testing the effect of product quality on repurchase intention through customer satisfaction on Hanasui products in Jabodetabek. In this study, a quantitative research method was used with the object of research being people who have purchased Hanasui products who live in Greater Jakarta. This study used a purposive sampling method in taking samples with a total of 126 samples, which were obtained through a questionnaire. In this study using Partial Least Square (PLS) based Structural Equation Modeling (SEM) for data analysis techniques using SmartPLS software version 4.0. The results of this study state that product quality has a significant effect on repurchase intention, product quality has a significant effect on customer satisfaction, customer satisfaction has a significant effect on repurchase intention, and product quality has a significant effect on repurchase requests through customer satisfaction.

Keywords: *Hanasui, Product Quality, Customer Satisfaction, Repurchase Intention*