

ABSTRAK

Dhita Nanda Adelia. 2025. Pengaruh Kualitas Produk, *Brand Image* dan *Brand Trust* Terhadap Minat Beli Ulang Pasca Pemboikotan Produk Israel (Studi Kasus Pada Konsumen Lifebuoy di Kota Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dian Citaningtyas Ari Kadi, S.E., M.M. Pembimbing (II) Ahmad Nur Aziz, S. Pd., M. Ak.

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, *brand image*, dan *brand trust* terhadap minat beli ulang konsumen Lifebuoy di Kota Madiun pasca pemboikotan produk Israel. Latar belakang penelitian ini berfokus pada dampak sosial politik yang memicu pemboikotan terhadap produk yang terafiliasi dengan Israel, yang berdampak pada penjualan Lifebuoy. Metode yang digunakan dalam penelitian ini adalah survei dengan pendekatan kuantitatif, melibatkan 384 responden yang merupakan konsumen Lifebuoy di Kota Madiun. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan analisis regresi linier berganda melalui bantuan SPSS Versi 25. Hasil penelitian menunjukkan bahwa: Kualitas produk berpengaruh positif dan signifikan terhadap minat beli ulang. *Brand image* berpengaruh positif dan signifikan terhadap minat beli ulang. *Brand trust* berpengaruh positif dan signifikan terhadap minat beli ulang. Secara simultan, kualitas produk, *brand image*, dan *brand trust* berpengaruh positif dan signifikan terhadap minat beli ulang konsumen.

Kata Kunci : Kualitas Produk, *Brand Image*, *Brand Trust*, Minat Beli Ulang.

ABSTRACT

Dhita Nanda Adelia. 2025. *The Effect of Product Quality, Brand Image, and Brand Trust towards Repurchase Intention Following the Boycott of Israeli Products (A Case Study of Lifebuoy Consumers in Madiun City)*. Essay. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Advisor (I) Dian Citaningtyas Ari Kadi, S.E., M.M. Advisor (II) Ahmad Nur Aziz, S. Pd., M. Ak.

This study aims to analyze the influence of product quality, brand image, and brand trust towards repurchase intention among Lifebuoy consumers in Madiun City following the boycott of Israeli products. The background of this study focuses on the socio-political impact that triggered the boycott of Israeli-affiliated products, which impacted Lifebuoy sales. The method used in this study was a quantitative survey, involving 384 respondents who were Lifebuoy consumers in Madiun City. Data were collected through questionnaires and analyzed using multiple linear regression analysis using SPSS Version 25. The results show: Product quality has a positive and significant effect towards repurchase intention. Brand image has a positive and significant effect towards repurchase intention. Brand trust has a positive and significant effect towards repurchase intention. Simultaneously, product quality, brand image, and brand trust have a positive and significant effect towards consumer repurchase intention.

Keywords: *Product Quality, Brand Image, Brand Trust, Repurchase Interest.*