

**PENGARUH CITRA MEREK DAN KUALITAS PRODUK TERHADAP  
MINAT BELI ULANG PADA PELANGGAN SABUN MANDI CAIR  
LIFEBUOY**

**ABSTRAK**

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Penelitian ini dilatar belakangi oleh peningkatan penjualan Sabun Mandi cair Lifebuoy. Penelitian ini dimaksudkan untuk mengetahui dan menganalisis pengaruh citra merek dan kualitas produk terhadap minat beli ulang Sabun Mandi cair Lifebuoy Populasi dalam penelitian ini adalah pelanggan Sabun Mandi cair Lifebuoy dan yang berdomisili di Jombang. Sedangkan sampel dalam penelitian ini berjumlah 100 orang yang diambil dengan menggunakan teknik *purposive sampling*. Metode analisis data dalam penelitian ini menggunakan analisis regresi linear berganda. Dari hasil penelitian didapati bahwa variabel citra merek dan kualitas produk berpengaruh positif terhadap variabel minat beli ulang. Kesimpulan dari penelitian ini adalah semakin baik citra merek Sabun mandi cair Lifebuoy, maka akan semakin mendorong minat beli ulang Sabun mandi cair Lifebuoy dan semakin baik kualitas produk Sabun Mandi cair Lifebuoy, maka akan semakin mendorong minat beli ulang Sabun Mandi Cair Lifebuoy.

**Kata Kunci: Citra Merek, Kualitas Produk, Minat Beli Ulang**

***THE EFFECT OF BRAND IMAGE AND PRODUCT QUALITY ON THE  
INTEREST IN REPURCHASE ON CUSTOMERS LIFEBOUY LIQUID BATH  
SOAP***

**ABSTRACK**

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*This research is motivated by the increase in sales of Lifebuoy Liquid Soap. This study is intended to determine and analyze the influence of brand image and product quality on repurchase interest in Lifebuoy Liquid Bath Soap. The population in this study is Lifebuoy Liquid Bath Soap customers and who are domiciled in Jombang. While the samples in this study amounted to 100 people taken using purposive sampling techniques. Data analysis method in this research uses multiple linear regression analysis. From the results of the study found that the variable brand image and product quality has a positive effect on repurchase interest variables. The conclusion of this research is that the better brand image of Lifebuoy Liquid Bath Soap, the more it will encourage the interest in repurchasing Lifebuoy Liquid Bath Soap and the better the quality of Lifebuoy Liquid Bath Soap products, the more it will encourage the interest in repurchasing Lifebuoy Liquid Bath Soap.*

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