

## INTISARI

Saat ini industri alas kaki di Indonesia mengalami perkembangan yang pesat. Namun, terdapat penurunan jumlah gerai Wakai di Indonesia. Selain itu, kecenderungan konsumen untuk membeli ulang sepatu Wakai cukup rendah.

Tujuan dari penelitian ini adalah menguji pengaruh daya tarik desain, kualitas yang dirasakan, popularitas merek dan norma subjektif pada prestise dan niat beli ulang sepatu Wakai. Penelitian ini juga menguji pengaruh prestise pada niat beli ulang sepatu Wakai

Sampel pada penelitian ini diperoleh dengan metode *purposive sampling*, dengan jumlah total responden yang memenuhi syarat yakni sebanyak 233 orang. Metode pengolahan data dilakukan dengan PLS-SEM menggunakan perangkat lunak SmartPLS 3.0.

Temuan penelitian menunjukkan bahwa daya tarik desain, kualitas yang dirasakan, popularitas merek dan norma subjektif berpengaruh positif pada prestise dan niat beli ulang sepatu Wakai. Selain itu, prestise juga berpengaruh positif pada niat beli ulang sepatu Wakai.

**Kata kunci:** ECT, Niat Beli Ulang, Prestise, Daya Tarik Desain, Kualitas yang Dirasakan, Popularitas Merek, Norma Subjektif, Sepatu, Wakai

## ***ABSTRACT***

Currently the footwear industry in Indonesia is experiencing rapid development. However, there has been a decrease in the number of Wakai outlets in Indonesia. In addition, consumers' tendency to repurchase Wakai shoes was quite low.

The purpose of this study was to examine the effect of design appeal, perceived quality, brand popularity and subjective norms on the prestige and repurchase intention of Wakai shoes. This study also examines the effect of prestige on the repurchase intention of Wakai shoes.

The sample in this study was obtained by *purposive sampling* method, with the number of respondents which met the requirements as many as 233 people. The data processing method was carried out using PLS-SEM with the SmartPLS 3.0 software.

The research findings show that design appeal, perceived quality, brand popularity and subjective norms have a positive effect on the prestige and repurchase intention of Wakai shoes. In addition, prestige also has a positive effect on the intention to repurchase Wakai shoes.

**Keywords:** ECT, Repurchase Intention, Prestige, Design Appeal, Perceived Quality, Brand Popularity, Subjective Norms, Shoes, Wakai