

**PENGARUH KUALITAS PRODUK, GETOK TULAR ELEKTRONIK,
CITRA MEREK, DAN LABEL SERTIFIKASI HALAL TERHADAP
KEPUASAN DAN NIAT BELI ULANG ES KRIM WARALABA**

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INTISARI

Munculnya beragam merek es krim berkonsep waralaba mengakibatkan tingkat persaingan semakin tinggi sehingga diperlukan strategi sebagai upaya dalam mempertahankan bisnis. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, getok tular elektronik, citra merek, dan label sertifikasi halal terhadap kepuasan dan niat beli ulang es krim waralaba. Pengumpulan data dilakukan dengan metode survei melalui kuesioner daring terhadap 190 responden di Daerah Istimewa Yogyakarta. Analisis data dilakukan dengan bantuan perangkat Microsoft Excel dan SmartPLS 3.0 meliputi analisis statistik deskriptif, model pengukuran, model struktural, dan pengujian hipotesis. Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh positif terhadap kepuasan ($\beta = 0,460$). Getok tular elektronik berpengaruh positif terhadap kepuasan ($\beta = 0,228$). Citra merek berpengaruh positif terhadap kepuasan ($\beta = 0,223$). Label sertifikasi halal tidak berpengaruh terhadap kepuasan ($\beta = -0,100$). Kualitas produk berpengaruh terhadap niat beli ulang ($\beta = 0,287$). Getok tular elektronik tidak berpengaruh terhadap niat beli ulang ($\beta = 0,039$). Citra merek tidak berpengaruh terhadap niat beli ulang ($\beta = 0,019$). Label sertifikasi halal tidak berpengaruh terhadap niat beli ulang ($\beta = 0,018$). Kepuasan berpengaruh terhadap niat beli ulang ($\beta = 0,397$). Kualitas produk menjadi variabel paling berpengaruh terhadap kepuasan dan niat beli ulang. Getok tular elektronik dan citra merek hanya berpengaruh terhadap kepuasan, sedangkan label sertifikasi halal tidak memiliki pengaruh pada kepuasan maupun niat beli ulang. Kepuasan juga menunjukkan pengaruh terhadap niat beli ulang es krim waralaba di Daerah Istimewa Yogyakarta.

Kata kunci: Citra Merek, Getok Tular Elektronik, Kepuasan, Kualitas Produk, Label Sertifikasi Halal, Niat Beli Ulang

THE INFLUENCE OF PRODUCT QUALITY, ELECTRONIC WORD-OF-MOUTH, BRAND IMAGE, AND HALAL CERTIFICATION LABEL ON SATISFACTION AND REPURCHASE INTENTION ICE CREAM FRANCHISES

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ABSTRACT

The emergence of various franchise concept ice cream brands has resulted in a higher level of competition, so a strategy is needed as an effort to maintain business. This research aims to analyze the influence of product quality, electronic word-of-mouth, brand image, and halal certification labels on satisfaction and repurchase intention of franchise ice cream. Data was collected using a survey method via an online questionnaire with 190 respondents in the Special Region of Yogyakarta. Data analysis was carried out with the help of Microsoft Excel and SmartPLS 3.0 tools including descriptive statistical analysis, measurement models, structural models, and hypothesis testing. The research results show that product quality has a positive effect on satisfaction ($\beta = 0.460$). Electronic word-of-mouth has a positive effect on satisfaction ($\beta = 0.228$). Brand image has a positive effect on satisfaction ($\beta = 0.223$). The halal certification label has no effect on satisfaction ($\beta = -0.100$). Product quality has a positive effect on repurchase intention ($\beta = 0.287$). Electronic word-of-mouth has no effect on repurchase intention ($\beta = 0.039$). Brand image has no effect on repurchase intention ($\beta = 0.019$). The halal certification label has no effect on repurchase intention ($\beta = 0.018$). Satisfaction has a positive effect on repurchase intention ($\beta = 0.397$). Product quality is the most influential variable on satisfaction and repurchase intention. Electronic word-of-mouth and brand image only influence satisfaction, while the halal certification label has no effect on satisfaction or repurchase intention. Satisfaction also shows an effect on the repurchase intention of franchise ice cream in the Special Region of Yogyakarta.

Keywords: Brand image, Electronic Word-of-Mouth, Halal Certification Label, Product Quality, Repurchase Intention, Satisfaction.