

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah *brand image*, keandalan karyawan, dan diferensiasi produk berpengaruh terhadap *repurchase intentions* melalui *word of mouth* sebagai variabel intervening dan menganalisis faktor yang paling dominan dalam mempengaruhi *repurchase intention* pada Waroeng *Steak and Shake* Cabang Singosari Semarang.

Populasi dalam penelitian ini adalah para konsumen Waroeng *Steak and Shake*. Sampel yang diambil sebanyak 100 responden dengan menggunakan teknik *purposive sampling* yang artinya pengambilan sampel dengan mempertimbangkan karakteristik populasi yaitu para konsumen yang sudah pernah membeli minimal 2 kali di Waroeng *Steak and Shake* Cabang Singosari Semarang.

Hasil penelitian ini menunjukkan bahwa *brand image*, keandalan karyawan, dan diferensiasi produk berpengaruh positif terhadap *word of mouth*. *Brand image*, keandalan karyawan, dan diferensiasi produk berpengaruh positif terhadap *repurchase intentions*. Dan *word of mouth* mampu menjadi variabel intervening antara *brand image*, keandalan karyawan, dan diferensiasi produk dengan *repurchase intentions*. Berdasarkan analisis data statistik, indikator-indikator pada penelitian ini bersifat valid dan variabelnya bersifat reliabel. Urutan secara individu dari masing-masing variabel yang paling berpengaruh adalah *brand image* dan *word of mouth*. Saran penulis adalah untuk meningkatkan *repurchase intention* dengan cara tetap mengedepankan kualitas dan rasa sehingga dapat menambah *image* positif bagi konsumen. Waroeng *Steak and Shake* perlu meningkatkan kinerja operasional dengan lebih baik lagi yaitu selalu menyediakan pelayanan yang cepat dan sesuai dengan yang telah dijanjikan.

Kata Kunci : *Brand image*, keandalan karyawan, diferensiasi produk, *word of mouth*, *repurchase intention*

ABSTRACT

Research aims to know whether the brand image, employee reliability, and product differentiation effect on repurchase intentions through word of mouth as an intervening variable and analyze the most dominant factor in influencing repurchase intention at Waroeng Steak and Shake Branch Singosari Semarang.

The population in this research is consumers Waroeng Steak and Shake. Samples taken as many as 100 respondents using purposive sampling technique, which means sampling by considering the characteristics pupulasi namely the consumers who have never purchased a minimum of 2 times in Waroeng Steak and Shake Branch Singosari Semarang.

These results showed that the brand image, employee reliability, and product differentiation positive influence on word of mouth. Brand image, employee reliability, and product differentiation positive effect on repurchase intentions. And word of mouth to become an intervening variable between brand image, employee reliability, and product differentiation with repurchase intentions. Based on statistical data analysis, indicators in this study are valid and the variables are reliable. The sequence individually on each of the most influential variable is the brand image and word of mouth. The suggestion from the write to increase the repurchase intention by means of fixed priority to quality and taste that can add a positive image for consumers. Waroeng Steak and Shake need to improve operational performance by better always to provide fast service and in accordance with what has been promised.

Keywords : *Brand image, reliability employee, product differentiation, word of mouth, repurchase intention*