

ABSTRACT

The business development of the fashion industry in Indonesia continues to grow, especially in big cities, one of which is the city of Bandung. As a result, business competition between companies becomes more intense. One of the companies engaged in the fashion industry is Erigo Apparel. To meet consumer needs and win the competition in the market, Erigo continues to innovate and determines its strategy to attract consumers. Erigo is currently not only focused on profit alone but also focuses on growing a good brand image in the eyes of the public. With so many similar products, each company implements its own strategy to meet consumer needs. This study aims to determine the significant effect of brand image and marketing mix on repurchase decisions through customer satisfaction.

This study's research method is quantitative and descriptive, with the type of investigation of causal relationships using the Structural Equation Modeling (SEM) analysis technique and SmartPLS 3.0 software. The sampling technique used in this study is non-probability sampling using a non-probability sampling approach. purposive sampling with a total of 100 respondents.

Based on the results of the descriptive analysis, it can be concluded that the brand image variable, with a value of 87.2%, is in the "very good" category. A marketing mix with a value of 87.27% is a very good category. Customer satisfaction with a value of 83.48% is a good category, and repurchase decisions with a value of 85.1% are a very good category.

Based on the results of this study, it was concluded that the results of hypothesis testing showed that brand image had a positive and significant effect on customer satisfaction. Brand image has a positive and significant effect on repurchasing decisions. The marketing mix has a positive and significant effect on customer satisfaction. The marketing mix has a significant positive effect on repurchase decisions. Customer satisfaction has a positive and significant effect on repurchasing decisions. Brand image has a significant effect on repurchase decisions through customer satisfaction. The marketing mix has a positive and significant effect on repurchase decisions through customer satisfaction.

Keywords : Brand image, Marketing Mix, Customer Satisfaction, Repurchase Decision