

ABSTRACT

The lifestyle product retail industry is currently facing highly competitive dynamics, characterized by the massive expansion of physical outlets accompanied by fluctuations in consumer brand loyalty. Miniso, as a major global player, has shown significant growth in the number of outlets in Indonesia; however, data indicates challenges in maintaining its brand index position compared to its main competitors. This condition necessitates a deeper understanding of how consumer perception elements can be transformed into sustainable purchasing decisions through strengthening brand value in the minds of customers.

This study aims to analyze the influence of Brand awareness, Perceived quality, and Customer experience on Repurchase intention with Brand equity and Customer satisfaction as mediating variables among Miniso consumers in Semarang. Data were collected through questionnaires from 160 respondents using a purposive sampling technique. The data analysis method employed was Structural Equation Modeling - Partial Least Squares (SEM-PLS) using SmartPLS software.

The results of the study indicate that: (1) Brand awareness, Perceived quality, and Customer experience have a positive and significant effect on Brand equity; (2) Brand equity has a positive and significant effect on Customer satisfaction and Repurchase intention; (3) Customer satisfaction has a positive and significant effect on Repurchase intention; (4) Brand equity and Customer satisfaction are proven to significantly mediate the influence of Brand awareness, Perceived quality, and Customer experience on Repurchase intention as partial mediation. Overall, the research model is able to explain 54.5% of the variance in Repurchase intention. These findings imply that Miniso needs to continuously strengthen its brand equity and enhance customer satisfaction by improving the shopping experience and maintaining quality consistency to sustain consumer loyalty in a competitive market.

Keywords: Brand awareness, Perceived quality, Customer experience, Brand equity, Customer satisfaction, Repurchase intention, Miniso.

FEB UNDIP