

**“PENGARUH *BRAND IDENTITY* DAN *BRAND IMAGE* TERHADAP  
*CUSTOMER SATISFACTION* DAN *REPURCHASE INTENTION*  
*LIP PRODUCT BRAND WARDAH* PADA GEN Z PENGGUNA  
*E-COMMERCE* DI KOTA PADANG”**

**TESIS**



Diajukan Oleh:

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**PROGRAM STUDI S2 MAGISTER MANAJEMEN  
FAKULTAS EKONOMI DAN BISNIS  
UNIVERSITAS ANDALAS  
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Diajukan sebagai salah Satu Syarat untuk Mencapai Gelar Magister Manajemen  
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CUSTOMER SATISFACTION DAN REPURCHASE INTENTION LIP  
PRODUCT BRAND WARDAH PADA GEN Z PENGGUNA E-  
COMMERCE DI KOTA PADANG**

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**ABSTRAK**

Penelitian ini dilatarbelakangi oleh meningkatnya konsumsi produk kosmetik di kalangan Gen Z, khususnya produk lip merek Wardah melalui platform *e-commerce* di Kota Padang. Tujuan utama penelitian ini adalah untuk menganalisis pengaruh *brand identity* dan *brand image* terhadap *customer satisfaction* dan *repurchase intention*, serta menguji peran *customer satisfaction* sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian kausal dan metode survei melalui penyebaran kuesioner kepada 155 responden perempuan Gen Z pengguna *E-commerce*. Teknik analisis data dilakukan dengan *Structural Equation Modeling* (SEM) menggunakan SmartPLS 3.0. Hasil penelitian menunjukkan bahwa *brand identity* tidak berpengaruh positif dan signifikan terhadap *customer satisfaction* dan *repurchase intention* dan *brand image* berpengaruh positif dan signifikan terhadap *customer satisfaction* dan *repurchase intention*. *Customer satisfaction* juga terbukti memiliki pengaruh signifikan terhadap *repurchase intention* serta hanya memediasi secara parsial hubungan antara *brand image* terhadap *repurchase intention*. Kesimpulan dari penelitian ini menegaskan pentingnya memperkuat identitas dan citra merek untuk meningkatkan kepuasan dan loyalitas pelanggan. Temuan ini memberikan implikasi strategis bagi pengembangan pemasaran merek lokal seperti Wardah dalam menjangkau konsumen *digital native* secara lebih efektif.

**Kata Kunci:** *Brand Identity, Brand Image, Customer Satisfaction, Repurchase Intention*

**THE EFFECT OF BRAND IDENTITY AND BRAND IMAGE ON  
CUSTOMER SATISFACTION AND REPURCHASE INTENTION  
OF WARDAH BRAND LIP PRODUCT AMONG GEN Z  
E-COMMERCE USERS IN PADANG CITY**

**Thesis by Abir Yhasmin Hutasuhut  
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**ABSTRACT**

This research is motivated by the increasing consumption of cosmetic products among Gen Z, especially Wardah brand lip products through e-commerce platforms in Padang City. The main objective of this study is to analyze the influence of brand identity and brand image on customer satisfaction and repurchase intention, and to test the role of customer satisfaction as a mediating variable. This study uses a quantitative approach with a causal research type and survey method by distributing questionnaires to 155 female respondents of Gen Z E-commerce users. The data analysis technique was carried out using Structural Equation Modeling (SEM) using SmartPLS 3.0. The results of the study indicate that brand identity does not have a positive and significant effect on customer satisfaction and repurchase intention and brand image has a positive and significant effect on customer satisfaction and repurchase intention. Customer satisfaction is also proven to have a significant influence on repurchase intention and only partially mediates the relationship between brand image and repurchase intention. The conclusion of this study emphasizes the importance of strengthening brand identity and image to increase customer satisfaction and loyalty. These findings provide strategic implications for the development of local brand marketing such as Wardah in reaching digital native consumers more effectively.

**Keywords: Brand Identity, Brand Image, Customer Satisfaction, Repurchase Intention**