

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui peran mediasi *brand image* dan *brand experience* pada pengaruh *perceived quality* terhadap *post-purchase intention* Mixue di Medan. Metode penelitian menggunakan kuantitatif deskriptif. Populasi penelitian ini adalah seluruh pelanggan Mixue Medan. Teknik pengambilan sampel menggunakan teknik *purposive sampling* untuk memperoleh responden yang relevan dan informatif sesuai kriteria penelitian dengan jumlah 140 responden. Data dikumpulkan menggunakan kuesioner yang kemudian dianalisis menggunakan *outer model* dan *inner model* menggunakan aplikasi Smart PLS.4. Hasil penelitian ditemukan bahwa variabel *perceived quality* tidak berpengaruh terhadap *post-purchase intention*. Variabel *perceived quality* berpengaruh positif dan signifikan terhadap *brand image*. Variabel *perceived quality* berpengaruh positif dan signifikan terhadap *brand experience*. Variabel *brand image* berpengaruh positif dan signifikan terhadap *post-purchase intention*. Variabel *brand experience*, tidak berpengaruh terhadap *post-purchase intention*. Dapat disimpulkan bahwa *brand image* dapat memediasi pengaruh *perceived quality* terhadap *post-purchase intention* sedangkan *brand experience* tidak dapat memediasi pengaruh *perceived quality* terhadap *post-purchase intention* di Mixue Medan. Hasil penelitian ini mengimplikasikan bahwa penguatan *brand image* merupakan strategi utama yang perlu diprioritaskan Mixue Medan karena terbukti menjadi faktor yang mampu meningkatkan *post-purchase intention* dan memediasi pengaruh *perceived quality*.

**Kata Kunci:** Post-purchase intention, perceived quality, brand image, brand experience, Mixue

## ABSTRACT

*This study aims to determine the mediating role of brand image and brand experience on the effect of perceived quality on post-purchase intention of Mixue in Medan. The research method used is descriptive quantitative. The population of this study is all Mixue Medan customers. The sampling technique used is purposive sampling to obtain relevant and informative respondents according to the research criteria, with a total of 140 respondents. Data were collected using a questionnaire and then analyzed using an outer model and inner model using the Smart PLS.4 application. The results found that the perceived quality variable did not affect post-purchase intention. The perceived quality variable had a positive and significant effect on brand image. The perceived quality variable had a positive and significant effect on brand experience. The brand image variable had a positive and significant effect on post-purchase intention. The brand experience variable had no effect on post-purchase intention. It can be concluded that brand image can mediate the effect of perceived quality on post-purchase intention, while brand experience cannot mediate the effect of perceived quality on post-purchase intention at Mixue Medan. The results of this study imply that strengthening brand image is a key strategy that Mixue Medan needs to prioritize because it has been proven to be a factor that can increase post-purchase intention and mediate the influence of perceived quality.*

**Keyword:** Post-purchase intention, perceived quality, brand image, brand experience, Mixue