

“PENGARUH *BRAND REPUTATION* DAN *TIMELINESS OF DELIVERY* TERHADAP *REPURCHASE INTENTION* PADA SICEPAT DI KOTA BANDUNG”

ABSTRAK

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Pada penelitian ini bertujuan untuk mengetahui gambaran mengenai *Brand Reputation*, *Timeliness of Delivery* dan *Repurchase Intention* serta mencari besaran pengaruh *Brand Reputation* dan *Timeliness of Delivery* terhadap *Repurchase Intention* pada SiCepat di Kota Bandung baik secara parsial maupun simultan. Metode yang digunakan dalam penelitian ini adalah metode penelitian kuantitatif dengan teknik analisis deskriptif dan verifikatif. Populasi yang digunakan pada penelitian ini adalah pengikut instragram SiCepat yang berjumlah 788.000/bulan agustus 2024 dengan menggunakan teknik *non-probability* sampling didasarkan pada perhitungan rumus slovin minimal sebanyak 100 responden. Berdasarkan analisis deskriptif diperoleh bahwa *Brand Reputation* termasuk katagori rendah, *Timeliness of Delivery* termasuk kategori tinggi, *Repurchase Intention* termasuk kategori tinggi. Berdasarkan hasil uji determinasi diperoleh bahwa *Brand Reputation* berpengaruh sebesar 0,382 atau (38,2%) terhadap *Repurchase Intention*, *Timeliness of Delivery* berpengaruh sebesar 0,350 atau (35%) terhadap *Repurchase Intention*, pengaruh *Brand Reputation* dan *Timeliness of Delivery* berpengaruh sebesar 0,472 atau (47,2%) terhadap *Repurchase Intention*. Hasil pengujian hipotesis secara parsial menunjukkan *Brand Reputation* berpengaruh terhadap *Repurchase Intention*, *Timeliness of Delivery* berpengaruh terhadap *Repurchase Intention*. Secara simultan *Brand Reputation* dan *Timeliness of Delivery* berpengaruh terhadap *Repurchase Intention*.

Kata Kunci: *Brand Reputation*, *Timeliness of Delivery*, *Repurchase Intention*, SiCepat.

“THE EFFECT OF BRAND REPUTATION AND TIMELINESS OF DELIVERY ON REPURCHASE INTENTION IN SICEPAT IN THE CITY OF BANDUNG”

ABSTRACT

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This study aims to find out an overview of Brand Reputation, Timeliness of Delivery and Repurchase Intention and find the magnitude of the influence of Brand Reputation and Timeliness of Delivery on Repurchase Intention in SiCepat in the city of Bandung both partially and simultaneously. The method used in this study is a quantitative research method with descriptive and verifiable analysis techniques. The population used in this study is 788,000 followers of the SiCepat instragram in August 2024 using a non-probability sampling technique based on the calculation of the slovin formula of at least 100 respondents. Based on descriptive analysis, it was obtained that Brand Reputation is included in the low category, Timeliness of Delivery is included in the high category, Repurchase Intention is included in the high category. Based on the results of the determination test, it was obtained that Brand Reputation had an effect of 0.382 or (38,2%) on Repurchase Intention, Timeliness of Delivery had an effect of 0.350 or (35%) on Repurchase Intention, the influence of Brand Reputation and Timeliness of Delivery had an effect of 0.472 or (47.2%) on Repurchase Intention. The results of hypothesis testing partially show that Brand Reputation has an effect on Repurchase Intention, Timeliness of Delivery has an effect on Repurchase Intention. Simultaneously, Brand Reputation and Timeliness of Delivery affect Repurchase Intention.

Keywords: *Brand Reputation, Timeliness of Delivery, Repurchase Intention, SiCepat.*