

ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) are the most popular enterprises in Indonesia with a wide range of business fields that are dominated by society. One of the UMKMs that is experiencing rapid growth is UMKM Batik. In the face of increasing competition in the fashion industry, today's companies must be able to create quality products and have a competitive advantage over their competitors. The purpose of this research is to analyze the impact of product quality and brand image on re-purchase interests with customer satisfaction and customer confidence as a variable intervening on Batik Tulis Ningrat Lasem in Rembang district.

The population used in this study was a customer of Batik Tulis Ningrat Lasem in the district of Rembang. The type of research used in this thesis is quantitative research. The data collection process involved 110 respondents with personal information. Between the ages of 17 and over 40 years old, respondents have made the minimum use/shopping in the last year in Batik Tulis Ningrat Lasem. Further, the data was analyzed quantitatively and structurally using the Structural Equation Model (SEM), which was assisted by the Analysis Moment of Structure program (AMOS 24).

The results of the research show that the existence of the hypothesis is acceptable and significantly influential. This research shows that Product Quality has a positive influence on Customer Satisfaction, Brand Image has positive and significant influence upon Customer Confidence, Customer satisfaction positively and significantly influences on Re-Buy Interests, and Customer confidence positively influences upon Re-buy Interests on Batik Tulis Ningrat Lasem in Rembang district.

Keywords: *Product Quality, Brand Image, Customer Confidence, Customers Satisfaction, Repurchase Intention,*