

ABSTRACT

Beauty care at this time has become an important need for some people, especially women. Every woman wants to have a perfect appearance. Not only in dressing but also in terms of beautifying the face and body is also a top priority in appearance. Larissa Aesthetic Center is one of the Beauty Clinics that offers its services and products to meet people's needs for beauty treatments. Larissa Aesthetic Center has one of the best, namely the ingredients used in the manufacture of products and treatments derived from natural ingredients such as fruits. However, the advantages possessed by the Larissa Aesthetic Center are not enough to make this clinic the consumer's first choice, as seen from the Top Brand Index for the Beauty/Skincare Clinic category from 2018-2020, Larissa Aesthetic Center has a declining position every year; although the Larissa Aesthetic Center itself has made efforts to increase visits by consumers through the quality of services provided. In addition, there are findings from previous research that have contradictory or inconsistent results between Service Quality and Purchase Intentions. These phenomena and gaps are the basis for research to develop an empirical research model to address the gap between Service Quality and Repurchase Intentions so that there will be an increase in return visits or repurchases by Larissa Aesthetic Center consumers, especially the Semarang branch, through the Concept of Corporate Image and Product Involvement.

This research begins with developing a research framework or model between Service Quality, Corporate Image, Product Involvement, and Repurchase Intention. Furthermore, data were obtained from 100 respondents by distributing questionnaires through social media and consisting of open and closed questions. Respondents are consumers of the Larissa Aesthetic Center Semarang branch who have purchased products, treatments, and/or consultations at least 2 times. Then, the data obtained were analyzed quantitatively and structurally using the Structural Equation Modeling (SEM) method using the Analysis Moment of Structural (AMOS) version 23 program.

In this study, it was found that Service Quality has a significant positive effect on corporate image, corporate image has a significant positive relationship with product involvement, and product involvement has a significant positive relationship on repurchase intention. However, from the results of this study it was also found that corporate image had insignificant results on repurchase intentions. It is hoped that the managerial implications of this research can be used as suggestions for improvement for the Larissa Aesthetic Center.

Keywords: *Service Quality, Corporate Image, Product Involvement, Repurchase Intention.*