

**ABSTRAK**

**PENGARUH PERSEPSI KONSUMEN PADA KUALITAS PELAYANAN  
TERHADAP MINAT BELI ULANG DI MIROTA KAMPUS**

Studi Kasus: Mahasiswa/i Kampus 1 Universitas Sanata Dharma

Wulan Lestari  
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Yogyakarta, 2017

Penelitian ini bertujuan untuk mengetahui apakah persepsi pada kualitas pelayanan berpengaruh terhadap minat beli ulang. Penelitian ini dilakukan selama bulan April sampai Mei 2017 di kampus 1 Universitas Sanata Dharma, Yogyakarta. Populasi dalam penelitian ini adalah mahasiswa/i kampus 1 Universitas Sanata Dharma yang sudah pernah berbelanja di Mirota Kampus.

Pengambilan sampel menggunakan teknik *nonprobability sampling*. Data dalam penelitian ini diperoleh dengan membagikan kuesioner kepada 100 responden. Uji Validitas menggunakan teknik *Corelasi Product Moment* dan Uji Reabilitas menggunakan rumus *Cronbach Alpha*. Teknik analisis data dalam penelitian ini adalah analisis deskriptif.

Dari penelitian ini dapat disimpulkan bahwa Persepsi konsumen pada kualitas pelayanan berpengaruh positif terhadap minat beli ulang.

Kata kunci : kualitas pelayanan, minat beli ulang

**ABSTRACT**

**THE INFLUENCE OF CONSUMENT'S PERCEPTION ON THE QUALITY  
OF SERVICE TO REPURCHASE INTENTION IN MIROTA KAMPUS**

Case Study: Students of Campus 1 Sanata Dharma University

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This research was conducted to know the influences of consument's perception on the service quality of repurchase intention. This research was performed on April until May of 2017 at Campus 1 of Sanata Dharma University, Yogyakarta. The population of this research are students of Campus 1 Sanata Dharma University who have ever bought in Mirota Kampus. The sampling was determined by nonprobability sampling technique.

The data of this research was acquired from 100 respondents by filling in the questionnaire. The data validity was tested by Product Moment Correlation technique and the reliability was tested by Cronbach Alpha formula. This research used Descriptive Analysis as the data analysis technique.

The result of this research is that there is an influence of the quality of service to the repurchase intention in Mirota Kampus and the influence is positive.

Keywords: The quality of service, repurchase intention