

ABSTRAK

**ANALISIS PENGARUH CITRA MEREK DAN KUALITAS PELAYANAN
TERHADAP MINAT BELI ULANG**

Studi pada Voucher Pulsa Provider Telkomsel

Anastasia Tita Nugraheni
Universitas Sanata Dharma
Yogyakarta
2019

Penelitian ini bertujuan untuk menganalisis pengaruh citra merek dan kualitas pelayanan terhadap minat beli ulang pada konsumen *Voucher* Pulsa Provider Telkomsel. Jenis penelitian ini menggunakan metode penelitian survey. Populasi penelitian ini adalah seluruh konsumen yang telah membeli produk *Voucher* Pulsa Provider Telkomsel. Jumlah sampel sebanyak 100 responden. Teknik pemilihan sampel yang digunakan adalah *purposive sampling*. Uji instrumen menggunakan uji validitas dan reliabilitas. Teknik analisis yang digunakan adalah regresi linear berganda.

Hasil penelitian menunjukkan bahwa: (1) citra merek dan kualitas pelayanan secara bersama-sama berpengaruh terhadap minat beli ulang, (2) Secara parsial, citra merek berpengaruh terhadap minat beli ulang dan kualitas pelayanan berpengaruh terhadap minat beli ulang.

Kata kunci: Citra Merek, Kualitas Pelayanan, Minat Beli Ulang.

ABSTRACT

THE ANALYSIS ON THE EFFECT OF BRAND IMAGE AND SERVICE QUALITY TOWARDS REPURCHASE PREFERENCE

A Study On Telkomsel Credit Top Up Voucher

Anastasia Tita Nugraheni
Sanata Dharma University
Yogyakarta
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This research is intended to analyze the effect of brand image and service quality towards consumers preference on the purchasing of Telkomsel credit top up voucher. This research is a survey research. The population of this research are consumers of Telkomsel credit top up voucher. The samples are 100 respondents. The method of sampling is purposive sampling. The instrument is tested through validity and reliability test. The analysis method used is double linear regression.

The result of the research shows that (1) brand image and service quality simultaneously affect consumers preference on the repurchasing of Telkomsel credit top up voucher (2) partially, both brand image and service quality affect consumers preference on the repurchasing of Telkomsel credit top up voucher.

Keywords : Brand Image, Service Quality, Preference To Repurchase