

ABSTRAK

**PENGARUH CITRA MEREK, KUALITAS PRODUK, DAN HARGA
TERHADAP MINAT BELI ULANG SEPATU VANS**

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Penelitian ini bertujuan untuk mengetahui pengaruh citra merek, kualitas produk dan harga terhadap minat beli ulang. Populasi dalam penelitian ini adalah mahasiswa di Universitas Sanata Dharma kampus I mrican yang memiliki sepatu Vans original. Jumlah sampel pada penelitian ini sebanyak 100 responden. Pengambilan sampel menggunakan teknik *Purposive sampling*. Teknik analisis data menggunakan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa citra merek tidak berpengaruh secara parsial terhadap minat beli ulang sedangkan kualitas produk dan harga berpengaruh secara parsial terhadap minat beli ulang. Citra merek, kualitas produk dan harga berpengaruh secara bersama-sama terhadap minat beli ulang.

Kata Kunci: Citra merek, kualitas produk, harga dan minat beli ulang

ABSTRACT

**THE INFLUENCING OF BRAND IMAGE, PRODUCT
QUALITY, AND PRICES ON THE INTEREST IN
REPURCHASE VANS SHOES**

Study of Sanata Dharma University

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This research aims to study the influence of brand image, product quality and price toward repurchase intention. The population in this study were students at Sanata Dharma University, who had original Vans shoes. The number of samples in this study was 100 respondents. Sampling using a purposive sampling technique. Data analysis techniques used multiple linear regression analysis. The results showed that brand image did not influence repurchase intention while product quality and price supported partial influence toward repurchase intention. Brand image, product quality and price simultaneously influenced repurchase interest.

Keywords: Brand image, product quality, price and repurchase intention