

Abstrak**PENGARUH KUALITAS PRODUK, CITRA MEREK, DAN KUALITAS PELAYANAN TERHADAP MINAT BELI ULANG *SKIN CARE* EMINA**

Vita Kirana Nauli Siahaan
Universitas Sanata Dharma Yogyakarta

2021

Penelitian bertujuan untuk mengetahui apakah: 1) pengaruh kualitas produk, citra merek, dan kualitas pelayanan berpengaruh secara simultan terhadap minat beli ulang, 2) pengaruh kualitas produk, citra merek, dan kualitas pelayanan secara parsial berpengaruh terhadap minat beli ulang. Populasi dalam penelitian adalah seluruh mahasiswa/I aktif Universitas Sanata Dharma Yogyakarta angkatan 2017-2020. Teknik pengambilan menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner pada 100 orang responden. Teknik analisis data dalam penelitian adalah analisis deskriptif, uji asumsi klasik, analisis regresi linear berganda dengan menggunakan program SPSS *statistic* 23. Hasil penelitian menunjukkan bahwa: 1) pengaruh kualitas produk, citra merek, dan kualitas pelayanan berpengaruh secara simultan terhadap minat beli ulang, 2) pengaruh kualitas produk, citra merek, dan kualitas pelayanan secara parsial berpengaruh terhadap minat beli ulang.

Kata kunci: kualitas produk, citra merek, kualitas pelayanan dan minat beli ulang

Abstrack

THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE, AND SERVICE QUALITY ON REPURCHASING INTEREST OF EMINA SKIN CARE

Vita Kirana Nauli Siahaan

Sanata Dharma University Yogyakarta

2021

The research aims to determine whether: 1) product quality, brand image, and service quality simultaneously influence repurchase interest, 2) product quality, brand image, and service quality partially affect repurchase interest. The population in this research were all active students of Sanata Dharma University, Yogyakarta from 2017 class to 2020 class. The sampling technique used purposive sampling. Data were collected by distributing a questionnaire to 100 respondents. The data analysis technique used in this research were descriptive analysis, classic assumption test, multiple linear regression analysis using the application SPSS statistical 23. The results this study showed that: 1) product quality, brand image, and service quality simultaneously affects repurchase interest, 2) product quality, brand image, and service quality partially affect repurchase interest

Keywords: product quality, brand image, service quality and repurchase interest

