

ABSTRAK

PENGARUH CITRA MEREK, KUALITAS PRODUK DAN HARGA TERHADAP MINAT BELI ULANG KONSUMEN PRODUK LIFEBOUY

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Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh Citra Merek terhadap Minat Beli Ulang Konsumen Produk Lifebuoy secara parsial, 2) Pengaruh Kualitas Produk terhadap Minat Beli Ulang Konsumen Produk Lifebuoy secara parsial, 3) Pengaruh Harga terhadap Minat Beli Ulang Konsumen Produk Lifebuoy secara parsial, 4) Pengaruh secara bersama-sama Citra Merek, Kualitas Produk, dan Harga terhadap Minat Beli Ulang Konsumen Produk Lifebuoy. Populasi dalam penelitian ini adalah konsumen produk Lifebuoy di Yogyakarta. Sampel dalam penelitian ini sebanyak 100 responden. Teknik pengambilan sampel menggunakan metode *Non-Probability Sampling*. Teknik analisis data pada penelitian ini adalah analisis deskriptif, uji asumsi klasik, dan analisis regresi berganda dengan menggunakan aplikasi IBM SPSS 25.0 dan data diperoleh dengan membagikan kuesioner kepada 100 responden. Hasil penelitian ini menunjukkan bahwa: 1) Citra Merek tidak berpengaruh terhadap Minat Beli Ulang Konsumen Produk Lifebuoy, 2) Kualitas Produk memiliki pengaruh terhadap Minat Beli Ulang Konsumen Produk Lifebuoy, 3) Harga memiliki pengaruh terhadap Minat Beli Ulang Konsumen Produk Lifebuoy, 4) Terdapat pengaruh secara bersama-sama antara Citra Merek, Kualitas Produk, dan Harga terhadap Minat Beli Ulang Konsumen Produk Lifebuoy.

Kata Kunci : citra merek, kualitas produk, harga, minat beli ulang

ABSTRACT

THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY, AND PRICE ON CONSUMER'S REPURCHASE INTENTION OF LIFEBOUY PRODUCT

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The study aims to determine: 1) The influence of Brand Image on Consumers Repurchase Intention of Lifebuoy Product partially, 2) The influence of Product Quality on Consumers Repurchase Intention of Lifebuoy Product partially, 3) The influence of Price on Consumers Repurchase Intention of Lifebuoy Product partially, 4) The influence of Brand Image, Product Quality, and Price simultaneously on Consumers Repurchase Intention of Lifebuoy Product. The population in this study are Lifebuoy consumers in Yogyakarta. The sample in this study were 100 respondents. The sampling technique in this study was the Non-Probability Sampling. The data analysis technique in this study are descriptive analysis, classical assumption test, and multiple regression analysis using the IBM SPSS 25.0 application and the data was obtained by distributing questionnaires to 100 respondents. The results of this study indicate that: 1) Brand Image didn't partially influence on the Consumers Repurchase Intention of Lifebuoy Product, 2) Product Quality partially influence on the Consumers Repurchase Intention of Lifebuoy Product, 3) Price partially influence on Consumers Repurchase Intention of Lifebuoy Product, 4) Brand Image, Product Quality, and Price simultaneously influenced on Consumers Repurchase Intention of Lifebuoy Product.

Keywords: Brand Image, Product Quality, Price, Repurchase Intention