

## ABSTRAK

### **PENGARUH KUALITAS PRODUK, HARGA, DAN CITRA MEREK TERHADAP MINAT BELI ULANG KONSUMEN PADA RESTORAN FAST FOOD**

**(Studi pada Rocket Chicken cabang Jogonalan Klaten)**

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Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, harga dan citra merek secara bersama-sama dan secara parsial terhadap minat beli ulang konsumen Rocket Chicken. Populasi dalam penelitian ini adalah masyarakat di wilayah Jogonalan Klaten yang pernah membeli Rocket Chicken minimal satu kali dalam kurun waktu 6 bulan terakhir. Pengambilan sampel ini menggunakan metode Purposive Sampling dengan jumlah responden sebanyak 100 orang. Teknik pengumpulan data menggunakan kuesioner dan teknik analisis data menggunakan analisis Analisis Deskriptif, Uji Asumsi Klasik, Analisis Regresi Linear Berganda, Uji F, dan Uji t. Hasil penelitian menunjukkan bahwa: 1) kualitas produk, harga, dan citra merek berpengaruh secara simultan terhadap minat beli ulang konsumen Rocket Chicken, 2) kualitas produk secara parsial berpengaruh positif terhadap minat beli ulang konsumen, 3) harga secara parsial berpengaruh positif terhadap minat beli ulang konsumen, 4) citra merek secara parsial berpengaruh positif terhadap minat beli ulang konsumen.

Kata kunci: kualitas produk, harga, citra merek, minat beli ulang.

## ABSTRACT

### THE INFLUENCER OF PRODUCT QUALITY, PRICE, AND BRAND IMAGE ON CONSUMER REPURCHASE INTENTION AT FAST FOOD RESTAURANT

(A Study at Rocket Chicken Jogonalan Klaten)

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*This study aims to determine the influence product quality, price and brand image simultaneously and partially on Rocket Chicken's customer repurchase intention. Population in this study is the community in the Jogonalan Klaten area who have bought Rocket Chicken at least once in the last 6 month. The sampling uses the Purpose Sampling method with 100 respondents. Data collection techniques using questionnaires and data analysis techniques using Descriptive Analysis, Respondent Descriptions, Classical Assumption Test, Multiple Linear Regression Analysis, F Test, and T Test. The study result showed that: 1) product quality, price, and brand image have a simultaneous influence on Rocket Chicken's customer repurchase intention, 2) product quality partially has a positive influence on RocketChicken's customerrepurchase intention, 3) price partially has a positive influence on Rocket Chicken's customer repurchase intention, 4) brand image partially has a positive influence on Rocket Chicken's customer repurchase intention. Keywords: Product quality, price, brand image, repurchase intention.*