

ABSTRAK

**PENGARUH KEPERCAYAAN MEREK, CITRA MEREK, DAN KEPUASAN
PELANGGAN TERHADAP MINAT BELI ULANG
DUMMIN COFFEE**

(Studi pada Pelanggan Dummin *Coffee* di Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui pengaruh kepercayaan merek, citra merek, dan kepuasan pelanggan terhadap minat beli ulang pelanggan Dummin *Coffee*. Populasi dalam penelitian ini adalah seluruh pelanggan Dummin *Coffee* di Yogyakarta, sehingga populasi dalam penelitian ini tidak terbatas. Jumlah sampel dalam penelitian ini adalah 417 responden yang merupakan pelanggan Dummin *Coffee*, dengan menggunakan teknik *non-probability sampling* dan metode *purposive sampling*. Teknik analisis data yang digunakan adalah analisis regresi linier berganda dengan bantuan program SPSS. Hasil dari penelitian ini menunjukkan bahwa (1) kepercayaan merek, citra merek, dan kepuasan pelanggan berpengaruh secara simultan terhadap minat beli ulang Dummin *Coffee*, (2) kepercayaan merek berpengaruh terhadap minat beli ulang Dummin *Coffee*, (3) citra merek berpengaruh terhadap minat beli ulang Dummin *Coffee*, dan (4) kepuasan pelanggan berpengaruh terhadap minat beli ulang pelanggan Dummin *Coffee*.

Kata Kunci: kepercayaan merek, citra merek, kepuasan pelanggan, minat beli ulang.

ABSTRACT

THE EFFECT OF BRAND TRUST, BRAND IMAGE, AND CUSTOMER SATISFACTION ON REPURCHASE INTENTION OF DUMMIN COFFEE (Study on Dummin Coffee Customers in Yogyakarta)

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This study aims to determine the effect of brand trust, brand image, and customer satisfaction on the repurchase intention of Dummin Coffee customers. The population in this study were all Dummin Coffee customers in Yogyakarta, so the population in this study was unlimited. The number of samples in this study was 417 respondents who were Dummin Coffee customers, using non-probability sampling techniques and purposive sampling methods. The data analysis technique used was multiple linear regression analysis with the help of the SPSS program. The results of this study indicate that (1) brand trust, brand image, and customer satisfaction have a simultaneous influence on Dummin Coffee's repurchase intention, (2) brand trust has an influence on Dummin Coffee's repurchase intention, (3) brand image has an influence on Dummin Coffee's repurchase intention, and (4) customer satisfaction has an influence on Dummin Coffee's repurchase intention.

Keywords: brand trust, brand image, customer satisfaction, repurchase intention.

