

ABSTRAK

PENGARUH HARGA, KUALITAS PRODUK, DAN CITRA MEREK TERHADAP MINAT BELI ULANG YANG DIMEDIASI KEPUASAN PELANGGAN PADA PRODUK KAHF

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh secara langsung harga terhadap minat beli ulang produk Kahf, 2) pengaruh secara langsung kualitas produk terhadap minat beli ulang produk Kahf, 3) pengaruh secara langsung citra merek terhadap minat beli ulang produk Kahf, 4) pengaruh harga terhadap minat beli ulang yang dimediasi kepuasan pelanggan 5) pengaruh kualitas produk terhadap minat beli ulang yang dimediasi kepuasan pelanggan, 6) pengaruh citra merek terhadap minat beli ulang yang dimediasi kepuasan pelanggan. Pada penelitian ini populasi yang diambil adalah mahasiswa Universitas Sanata Dharma Yogyakarta dan sampel yang digunakan adalah mahasiswa Fakultas Ekonomi yang pernah membeli produk Kahf lebih dari 1 kali. Teknik pengambilan sampel menggunakan *nonprobability sampling* dengan *purposive sampling*. Penelitian ini menggunakan 100 responden sebagai *sampel* yang datanya diperoleh melalui penyebaran kuesioner *online* dalam bentuk *Google Form*. Teknik analisis data menggunakan perangkat lunak *Partial Least Square*, yaitu *SmartPLS4*. Hasil penelitian ini menunjukkan bahwa: 1) harga secara langsung berpengaruh terhadap minat beli ulang, 2) kualitas produk secara langsung berpengaruh terhadap minat beli ulang, 3) citra merek secara langsung berpengaruh terhadap minat beli ulang, 4) harga berpengaruh terhadap minat beli ulang dengan dimediasi secara parsial (*partially mediated*) oleh kepuasan pelanggan, 5) kualitas produk berpengaruh terhadap minat beli ulang dengan dimediasi secara parsial (*partially mediated*) oleh kepuasan pelanggan, 6) citra merek berpengaruh terhadap minat beli ulang dengan dimediasi secara parsial (*partially mediated*) oleh kepuasan pelanggan.

Kata Kunci: Harga, Kualitas Produk, Citra Merek, Minat Beli Ulang, dan
Kepuasan Pelanggan

ABSTRACT

**THE INFLUENCE OF PRICE, PRODUCT QUALITY, AND BRAND IMAGE
ON MEDIATED REPURCHASE INTEREST CUSTOMER
SATISFACTION ON KAHF PRODUCTS**

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This study aims to find out: 1) the direct influence of price on the interest in repurchasing Kahf products, 2) the direct influence of product quality on the interest in repurchasing Kahf products, 3) the direct influence of brand image on the interest in repurchasing Kahf products, 4) the effect of price on repurchase interest mediated by customer satisfaction 5) the effect of product quality on repurchase interest mediated by customer satisfaction, 6) the influence of brand image on repurchase interest mediated by customer satisfaction. In this study, the population taken was students of Sanata Dharma University Yogyakarta and the sample used was students of the Faculty of Economics who had bought Kahf products more than once. The sampling technique uses nonprobability sampling with purposive sampling. This study used 100 respondents as a sample whose data were obtained through the distribution of online questionnaires in the form of Google Form. The data analysis technique uses Partial Least Square software, namely SmartPLS4. The results of this study show that: 1) price directly affects repurchase interest, 2) product quality directly affects repurchase interest, 3) brand image directly affects repurchase interest, 4) price affects repurchase interest partially mediated by customer satisfaction, 5) product quality affects repurchase interest by partially mediated by satisfaction customers, 6) brand image affects repurchase interest by being partially mediated by customer satisfaction.

*Keywords: Price, Product Quality, Brand Image, Repurchase Interest, and
Customer Satisfaction*