

ABSTRAK

Alfitri Attilna, 17101155310521, Jurusan SI-Manajemen, tahun 2021, Pengaruh Citra Merek, Harga Dan Kepuasan Pelanggan Terhadap Minat Beli Ulang Dengan Fasilitas Pelayanan Sebagai Variabel Control Di Masa Covid-19. Dibawah bimbingan I Bapak Emil Salim, S.E., M.M dan pembimbing II ibu Winda Afriyenis, S, EI., M.A

Penelitian ini bertujuan untuk mengetahui seberapa besar pembahasan Pengaruh Citra Merek, Harga Dan Kepuasan Pelanggan Terhadap Minat Beli Ulang Dengan Fasilitas Pelayanan Sebagai Variabel Control Di Masa Covid-19. Metode pengumpulan data melalui situs ICDM dan BEI dan studi kepustakaan. Metode analisis yang digunakan adalah analisis Deskriptif.

Hasil penelitian yang didapatkan berdasarkan uji parsial (uji t) diperoleh : (a) Citra merek berpengaruh positif terhadap Minat Beli Ulang (b) Harga berpengaruh positif terhadap minat beli ulang (c) Kepuasan Pelanggan berpengaruh signifikan terhadap Minat Beli Ulang (d) Fasilitas pelayanan tidak berpengaruh positif terhadap minat beli (e) Citra Merek, Harga, Kepuasan Pelanggan dan Fasilitas Pelyanan Berpengaruh signifikan Terhadap Minat Beli.

Kata kunci : Citra Merek , Harga, Kepuasan Pelanggan dan Minat beli Ulang

ABSTRACT

Alfitri Attilna, 17101155310521, SI-Management Department, 2021, Effect of Brand Image, Price and Customer Satisfaction on Repurchase Interest with Service Facilities as Control Variables During the Covid-19 Period. Under the guidance of I Mr. Emil Salim, SE., MM and supervisor II Mrs. Winda Afriyeni, S, EI.,

This study aims to determine how much discussion the influence of brand image, price and customer satisfaction onwith service facilities as control variables in Covid-19 period. Methods of collecting data through ICDM and BEI sites and literature studies. The analytical method used isanalysis descriptive.

The results obtained based on the partial test (t test) obtained: (a) Brand image has a positive effect on repurchase intention (b) Price has a subjective effect on repurchase interest (c) Customer satisfaction has a significant effect on repurchase interest (d) service facilities has not effect on purchase intention (e) Brand image, price, customer satisfaction and service facilities have a significant effect on purchase intention.

Keywords: Brand Image, Price, Customer Satisfaction and Repurchase Interest