

PENGARUH KUALITAS PRODUK DAN PERSEPSI HARGA TERHADAP NIAT BELI ULANG PRODUK CONATO BAKERY SINGARAJA

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk dan persepsi harga terhadap niat beli ulang produk Conato Bakery Singaraja. Penelitian ini menggunakan pendekatan kuantitatif dengan desain penelitian kausal. Sampel penelitian berjumlah 130 responden yang merupakan pelanggan Conato Bakery Singaraja dan dipilih menggunakan teknik insidental sampling. Pengumpulan data dilakukan melalui penyebaran kuesioner dengan skala Likert, kemudian dianalisis menggunakan analisis regresi linear berganda melalui bantuan program SPSS. Hasil penelitian menunjukkan bahwa kualitas produk dan persepsi harga berpengaruh positif dan signifikan terhadap niat beli ulang, baik secara parsial maupun simultan. Hal ini menunjukkan bahwa semakin baik kualitas produk serta semakin positif persepsi konsumen terhadap harga yang ditawarkan, maka semakin tinggi pula niat konsumen untuk melakukan pembelian ulang pada produk Conato Bakery Singaraja.

Kata Kunci: kualitas produk, persepsi harga, niat beli ulang

***THE INFLUENCE OF PRODUCT QUALITY AND PRICE PERCEPTION
ON REPURCHASE INTENTION OF CONATO BAKERY SINGARAJA
PRODUCTS***

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ABSTRACT

This study aims to determine the influence of product quality and price perception on repurchase intention of Conato Bakery Singaraja products. This research employed a quantitative approach with a causal research design. The sample consisted of 130 respondents who were customers of Conato Bakery Singaraja and were selected using incidental sampling techniques. Data were collected through questionnaires using a Likert scale and analyzed using multiple linear regression analysis with the assistance of SPSS software. The results of the study indicate that product quality and price perception have a positive and significant effect on repurchase intention, both partially and simultaneously. This indicates that the better the product quality and the more positive consumers' perceptions of the prices offered, the higher the consumers' intention to repurchase products from Conato Bakery Singaraja.

Keywords: product quality, price perception, repurchase intention