

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis kualitas produk, kualitas pelayanan, dan harga terhadap minat beli kembali konsumen pada Toko HP AtengCell di Ramayana Sidoarjo. Populasi dalam penelitian ini adalah konsumen Toko HP AtengCell di Ramayana Sidoarjo. Sampel berjumlah 37 responden. Hasil pengujian hipotesis juga menggunakan analisis jalur melalui SPSS Versi 20 membuktikan bahwa kualitas produk, kualitas pelayanan dan harga mempengaruhi minat beli kembali di Toko HP AtengCell di Ramayana Sidoarjo.

Berdasarkan hasil penelitian, menunjukkan bahwa kualitas produk, kualitas pelayanan dan harga berpengaruh positif terhadap minat beli kembali dengan persamaan regresi $Y = 11.449 + 0,340X_1 + 0,419X_2 - 0,393X_3$. Semakin baik kualitas produk, kualitas pelayanan dan harga maka akan semakin meningkat minat beli kembali. Demikian pula sebaliknya, kualitas produk, kualitas pelayanan dan harga rendah maka minat beli kembali juga akan mengalami penurunan. Kontribusi kualitas produk, kualitas pelayanan dan harga secara simultan adalah sebesar 37,8% sedangkan sisanya sebesar 46,7% dipengaruhi faktor lain. Dari pengujian hipotesis menggunakan uji statistik $F_{hitung} > F_{tabel}$ atau $(6,685 > 2,892)$, hal tersebut juga diperkuat dengan *probability* $0,000 < 0,05$. Dengan demikian H_0 ditolak dan H_1 diterima. Artinya terdapat pengaruh positif dan signifikan secara simultan antara kualitas produk, kualitas pelayanan dan harga terhadap minat beli kembali.

Kata kunci : Kualitas Produk, Kualitas Pelayanan, Harga, Minat Beli Kembali.

ABSTRACT

This study aims to examine and analyze the quality of products, service quality, and price intention to rebuying on at Phonecell Shop AtengCell Ramayana Sidoarjo. The population in this study are consumers of Phonecell Shop AtengCell Ramayana Sidoarjo city. Samples numbered 37 respondents. Results of hypothesis testing are also using path analysis through SPSS version 20 prove that the quality of product, service quality and price affects on intention to rebuying at Phonecell Shop AtengCell Ramayana Sidoarjo city.

Based on the results of the study, it shows that product quality, service quality and price have a positive effect on repurchase interest with the regression equation $Y = 11.449 + 0.340X_1 + 0.419X_2 - 0.393X_3$. The better the product quality, service quality and price, the more interest in buying back will increase. Likewise, vice versa, product quality, service quality and low prices, interest in buying back will also decrease. The contribution of product quality, service quality and price simultaneously is 37.8% while the remaining 46.7% is influenced by other factors. From the hypothesis testing using the statistical test $F_{count} > F_{table}$ or $(6.685 > 2.892)$, it is also strengthened by a probability of $0,000 < 0.05$. Thus H_0 is rejected and H_1 is accepted. This means that there is a positive and significant effect simultaneously between product quality, service quality and price to intention to rebuying

Keywords: Quality Product, Service Quality, Price, intention to rebuying.