

ABSTRAK

Aditiya Rizkiawan. 2024. Pengaruh Reputasi Merek, Kualitas Produk, dan Harga terhadap *Repurchase Intention* Produk Respiro Ridingware Madiun (Studi Kasus Pada Konsumen Respiro Ridingware Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dian Citaningtyas Ari Kadi, S.E., M.M., Pembimbing (II) Hendra Setiawan, S.E., M.M.

Tujuan penelitian ini untuk mengetahui apakah ada pengaruh Reputasi Merek, Kualitas Produk, dan Harga terhadap *Repurchase Intention* Produk Respiro Ridingware Madiun. Sampel penelitian sebanyak 152 responden. Teknik pengambilan sampel ialah *purposive sampling*. Metode penelitian yang digunakan ialah analisa deskriptif kuantitatif melalui penggunaan teknik *Partial Least Square* (PLS) dengan dukungan program *SmartPLS* versi 4.1.0.4. Hasil penelitian ini adalah variabel Reputasi Merek (X_1) terhadap *Repurchase Intention* (Y) menunjukkan nilai T statistic sebesar $0.489 \leq 1.97612$ dan nilai P values sebesar $0.625 > 0.05$. Maka kesimpulan yang diambil adalah variabel Reputasi Merek tidak berpengaruh secara signifikan terhadap indikator variabel *Repurchase Intention* produk Respiro Ridingware Madiun. Variabel Kualitas Produk (X_2) terhadap *Repurchase Intention* (Y) menunjukkan nilai T statistic sebesar $2.718 \geq 1.97612$ dan nilai P values sebesar $0.007 < 0.05$. Maka kesimpulan yang diambil adalah variabel Kualitas Produk berpengaruh secara signifikan terhadap indikator variabel *Repurchase Intention* produk Respiro Ridingware Madiun. Variabel Harga (X_3) terhadap *Repurchase Intention* (Y) menunjukkan nilai T statistic sebesar $4.329 \geq 1.97612$ dan nilai P values sebesar $0.000 < 0.05$. Maka kesimpulan yang diambil adalah variabel Harga berpengaruh secara signifikan terhadap indikator variabel *Repurchase Intention* produk Respiro Ridingware Madiun. diperoleh Fhitung $339,48 > F_{tabel} 0,157$ yang artinya variabel reputasi merek (X_1), kualitas produk (X_2) dan harga (X_3) secara simultan berpengaruh dan berkontribusi *repurchase intention* (Y) sebesar 81,2% (R-Square).

Kata Kunci: Reputasi Merek, Kualitas Produk, Harga dan *Repurchase Intention*.

ABSTRACT

Aditiya Rizkiawan. 2024. The Influence of Brand Reputation, Product Quality, and Price towards Repurchase Intention for Respiro Ridingware Madiun Products (Case Study of Respiro Ridingware Madiun Consumers). Thesis. Management Department, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor (I) Dian Citaningtyas Ari Kadi, S.E., M.M., Supervisor (II) Hendra Setiawan, S.E., M.M

The aim of this research was to determine whether there was an influence of Brand Reputation, Product Quality and Price towards Repurchase Intention for Respiro Ridingware Madiun Products. The research sample was 152 respondents. The sampling technique was purposive sampling. The research method used was quantitative descriptive analysis using the Partial Least Square (PLS) technique with the support of the SmartPLS program version 4.1.0.4. The results of this research are that the Brand Reputation (X1) variable on Repurchase Intention (Y) shows T statistic value of $0.489 \leq 1.97612$ and P value of $0.625 > 0.05$. The conclusion drawn is that the Brand Reputation variable does not have a significant effect towards the Repurchase Intention variable indicator for Respiro Ridingware Madiun products. The Product Quality variable (X2) on Repurchase Intention (Y) shows T statistic value of $2,718 \geq 1.97612$ and P value of $0.007 < 0.05$. The conclusion drawn is that the Product Quality variable has a significant effect towards the Repurchase Intention variable indicator for Respiro Ridingware Madiun products. The Price variable (X3) on Repurchase Intention (Y) shows T statistic value of $4,329 \geq 1.97612$ and P value of $0.000 < 0.05$. The conclusion drawn is that the Price variable has a significant effect towards the Repurchase Intention variable indicator for Respiro Ridingware Madiun products. obtained Fcount $339.48 > Ftable 0.157$, which means that the variables brand reputation (X1), product quality (X2) and price (X3) simultaneously influence and contribute to repurchase intention (Y) of 81.2% (R-Square).

Keywords: Brand Reputation, Product Quality, Price, Repurchase Intention.