

THE EFFECT OF PROMOTION, PRODUCT QUALITY, SERVICE QUALITY, AND PRICE ON REPURCHASE DECISIONS IN NASI AYAM ORI MSME

By Retno Nabila Maharani

Abstract

This research is a quantitative research conducted to determine the effect of promotion, product quality, service quality, and price on consumer repurchase decisions. The objects in this study are all consumers of Nasi Ayam ORI and are in the Jakarta area. This study took a sample of 100 respondents selected using purposive sampling method. Data was collected by distributing questionnaires and using Partial Least Square (PLS) in the form of SmartPLS 3.0 software to analyze the data. The results of this study indicate that (1) the promotion variable has a positive and significant effect on the repurchase decision, (2) the product quality variable has a positive and significant effect on the repurchase decision, (3) the service quality variable has a positive and significant effect on the repurchase decision, and (4) the price variable has a positive and significant effect on repurchasing decisions.

Keywords: *Promotion, Product Quality, Service Quality, Price, Repurchase Decisions*

PENGARUH PROMOSI, KUALITAS PRODUK, KUALITAS LAYANAN, DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN ULANG PADA UMKM NASI AYAM ORI

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Abstrak

Penelitian ini merupakan penelitian kuantitatif yang dilaksanakan guna melihat pengaruh antara promosi, kualitas produk, kualitas layanan, dan harga terhadap keputusan pembelian ulang pada konsumen. Objek dalam penelitian ini adalah seluruh konsumen Nasi Ayam ORI dan berada di wilayah Jakarta. Penelitian ini mengumpulkan sampel sebanyak 100 responden yang diseleksi dengan memakai metode *purposive sampling*. Data dikumpulkan melalui penyebaran kuesioner dan memanfaatkan *Partial Least Square (PLS)* berupa *software SmartPLS 3.0* untuk menganalisis data. Hasil dari penelitian ini menunjukkan bahwa (1) variabel promosi berpengaruh positif dan signifikan terhadap keputusan pembelian ulang, (2) variabel kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian ulang, (3) variabel kualitas layanan berpengaruh positif dan signifikan terhadap keputusan pembelian ulang, dan (4) variabel harga berpengaruh positif dan signifikan terhadap keputusan pembelian ulang.

Kata Kunci: Promosi, Kualitas Produk, Kualitas Layanan, Harga, Keputusan Pembelian Ulang