

ABSTRAK

Jora Marma, Pengaruh Kualitas Produk, Citra Merek dan Harga Terhadap Minat Beli Ulang Produk Sabana *Fried Chicken*. Dibimbing oleh Dr. Ir. Rojuaniah, MM.

Usaha makanan dan minuman pada saat ini masih banyak berkembang walaupun ditengah pandemi usaha makanan masih mempunyai prospek yang baik. Terutama makan cepat saji (*Fast Food*) masih menarik minat investor untuk dijadikan peluang bisnis, seperti yang dikatakan oleh Gabungan Pengusaha Makanan dan Minuman Indonesia yang mengatakan bahwa pertumbuhan perusahaan makanan akan terus tumbuh walaupun di tengah pandemi. Salah satu bisnis makanan cepat saji di Indonesia yaitu makanan cepat saji dengan produk utama ayam goreng salah satunya yaitu Sabana *Fried Chicken*. Sabana *Fried Chicken* kini memiliki 1000 lebih cabang yang tersebar di seluruh Indonesia. Dengan itu melihat tersebarnya outlet Sabana *Fried Chicken* di Indonesia menuntut akan kualitas produk, citra merek dan harga yang dapat kompetitif dengan kompetitornya. Tujuan penelitian ini Untuk mengetahui apakah Kualitas Produk, Citra Merek dan Harga memiliki pengaruh secara simultan maupun parsial terhadap Minat Beli Ulang produk Sabana *Fried Chicken*. Penelitian ini menggunakan pendekatan kausalitas. Populasi dalam penelitian ini adalah para konsumen yang membeli Produk Sabana *Fried Chicken* di Wilayah Duri Kepa Jakarta Barat. Jenis data yang digunakan adalah data kualitatif yang dikuantitatifkan. Sampel dalam penelitian ini ditetapkan berjumlah 95 responden dengan menggunakan teknik *purposive sampling*. Metode pengumpulan data menggunakan kuisioner. Metode analisis yang digunakan yaitu metode analisis regresi linear berganda, uji asumsi klasik, uji hipotesis, dan koefisien determinasi dengan menggunakan *software* statistik. Berdasarkan hasil penelitian dapat disimpulkan bahwa: 1) Terdapat pengaruh signifikan secara simultan antara variabel Kualitas Produk, Citra Merek dan Harga Terhadap Minat Beli Ulang produk Sabana *Fried Chicken*. 2) Terdapat pengaruh signifikan secara parsial antara variabel Kaulitas Produk terhadap Minat Beli Ulang produk Sabana *Fried Chicken*. 3) Terdapat pengaruh signifikan secara parsial antara variabel Citra Merek terhadap Minat Beli Ulang produk Sabana *Fried Chicken*. 4) Tidak terdapat pengaruh signifikan secara parsial antara Harga terhadap Minat Beli Ulang produk Sabana *Fried Chicken*. 5) Hasil penelitian ini juga menunjukkan bahwa Citra Merek memiliki pengaruh paling dominan terhadap Keputusan Pembelian Produk Sabana *Fried Chicken*.

Kata kunci : Kualitas Produk, Citra Merek, Harga, Minat beli Ulang

ABSTRACT

Jora Marma, The Influence of Product Quality, Brand Image and Price on Repurchase Intention of Sabana Fried Chicken Products. Supervised by Dr. Ir. Rojuaniah, MM.

The food and beverage business is currently still developing a lot, even though in the midst of a pandemic, the food business still has good prospects. Especially fast food (fast food) still attracts investors to become a business opportunity, as said by the Indonesian Food and Beverage Entrepreneurs Association which said that the growth of food companies will continue to grow even in the midst of a pandemic. One of the fast food businesses in Indonesia is fast food with the main product of fried chicken, one of which is Sabana Fried Chicken. Sabana Fried Chicken now has more than 1000 branches spread throughout Indonesia. With that, seeing the spread of Sabana Fried Chicken outlets in Indonesia demands product quality, brand image and prices that can be competitive with its competitors. The purpose of this study was to determine whether the product quality, brand image and price have a simultaneous or partial influence on the repurchase intention of Sabana Fried Chicken products. This study uses a causality approach. The population in this study were consumers who bought Sabana Fried Chicken Products in Duri Kepa Area, West Jakarta. The type of data used is quantitative qualitative data. The sample in this study was determined to be 95 respondents using purposive sampling technique. The data collection method used a questionnaire. The analysis method used is multiple linear regression analysis method, classical assumption test, hypothesis test, and the coefficient of determination using statistical software. Based on the results of the study, it can be concluded that: 1) There is a significant effect simultaneously between the variables of Product Quality, Brand Image and Price on Buy-Back Intention of Sabana Fried Chicken products. 2) There is a partially significant influence between the variables of Product Quality on the Repurchase Intention of Sabana Fried Chicken products. 3) There is a partially significant influence between the Brand Image variable on the Repurchase Intention of Sabana Fried Chicken products. 4) There is no partially significant effect between Price on Repurchase Intention of Sabana Fried Chicken products. 5) The results of this study also indicate that Brand Image has the most dominant influence on Purchasing Decisions of Sabana Fried Chicken Products.

Keywords: Product Quality, Brand Image, Price, Repurchase Interest