

ABSTRAKSI

YESI ARISTIA, Pengaruh *Brand Equity*, Kualitas Produk, dan Promosi Penjualan terhadap Minat Beli Ulang (Dibimbing oleh Hasyim Ahmad)

Penelitian ini bertujuan untuk mengetahui pengaruh *brand equity* (X_1), Kualitas Produk (X_2), dan Promosi Penjualan (X_3) terhadap Minat Beli Ulang (Y) pada The Coffee Bean and Tea Leaf. Populasi dalam penelitian ini adalah konsumen yang pernah melakukan pembelian dari produk The Coffee Bean and Tea Leaf. Teknik pengambilan sampel menggunakan *Quota Sampling* dan berdasarkan *Purposive Sampling* yaitu sebanyak 100 responden. Metode penelitian ini dengan menggunakan teknik analisis regresi linear berganda. Hasil penelitian menunjukkan secara parsial maupun simultan *brand equity*, kualitas produk, dan promosi penjualan berpengaruh positif dan signifikan terhadap Minat Beli Ulang. Perusahaan dari The Coffee Bean and Tea Leaf sebaiknya ditingkatkan lagi strategi yang digunakan dari variabel-variabel terkait yaitu *brand equity*, kualitas produk, dan promosi penjualan agar minat beli ulang konsumen The Coffee Bean and Tea Leaf meningkat dan tercapainya keinginan konsumen.

Kata kunci : Ekuitas Merek, Kualitas Produk, Promosi Penjualan, Minat Beli Ulang.

ABSTRACT

YESI ARISTIA, The Influence of Brand Equity, Product Quality, and Sales Promotion to Repurchase intention (Guided by Hasyim Ahmad)

This study aims to determine the effect of brand equity (X_1), Product Quality (X_2), and Sales Promotion (X_3) to Repurchase Intention (Y) interest in The Coffee Bean and Tea Leaf. The population in this study are consumers who have made purchases from The Coffee Bean and Tea Leaf products. Sampling technique using Quota Sampling and Purposive Sampling based on 100 respondents. This research method by using multiple linear regression analysis technique. The results showed partially or simultaneously brand equity, product quality, and sales promotion have a positive and significant effect on Buy and Intention to buy. companies from The Coffee Bean and Tea Leaf should improve the strategies used from the related variables of brand equity, product quality, and sales promotion to increase consumer interest in The Coffee Bean and Tea Leaf to increase and achive consumen desires.

Keywords: Brand Equity, Product Quality, Sales Promotion, Buy and Buy Interest.