

ABSTRACT

This research aims to know the influence of price perception, product quality, and promotion on the interest in repurchasing product prochiz at PT. Mulia Boga raya in west Jakarta region. The total numbers of all respondents are 90 customers. The sample has been selected by using purposive sampling method in which the sample collection technique is done based on certain considetaron.

The result of the research shows that the price perception and product quality has positive and significant influence to the interest in repurchasing product prochiz at PT. Mulia Boga Raya. And promotion has no positive and significant influence to the interest in repurchasing product prochiz.

Keywords : price perception, product quality, promotion, interest and repurchasing.



ABSTRAK

Penelitian ini untuk mengetahui pengaruh persepsi harga, kualitas produk, dan promosi terhadap minat pembelian ulang keju prochiz di PT. Mulia Boga Raya di wilayah Jakarta Barat. Jumlah total semua responden adalah 90 customer. Sampel dipilih dengan menggunakan metode purposive sampling dimana teknik pengumpulan sampel dilakukan berdasarkan pertimbangan tertentu.

Hasil penelitian ini menunjukkan bahwa variabel persepsi harga, dan kualitas produk berpengaruh positif dan signifikan terhadap minat pembelian ulang. Dan Promosi tidak berpengaruh positif dan signifikan terhadap minat pembelian ulang.

Kata kunci : persepsi harga, kualitas produk, promosi, minat pembelian ulang



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