

ABSTRACT

This resaarch aims to determine the effect of product quality, brand image, facilities, and halal awareness that is felt towards repurchasing interest in Hanamasa. Respondents in this study were people who had consumed Hanamasa products in the area of DKI Jakarta and South Tangerang. This research was conducted on 160 respondents using a causal approach. Data analysis using multiple linear regression analysis. The results showed that facilities had no significant effect on repurchase interest, product quality had a significant effect on repurchase interest, brand image had a significant effect on repurchase interest, and halal awareness had a significant effect on repurchase interest in Hanamasa restaurant.

Keywords: Product Quality, Brand Image, Facilities, Halal Awareness, Repurchase Interest, Hanamasa



ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, citra merek, fasilitas, dan kesadaran halal yang dirasakan terhadap minat beli ulang pada Hanamasa. Responden pada penelitian ini adalah masyarakat yang sudah mengkonsumsi produk Hanamasa di daerah DKI Jakarta dan Tangerang Selatan. Penelitian ini dilakukan terhadap 160 responden dengan menggunakan pendekatan kuantitatif. Analisis data menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa Fasilitas tidak berpengaruh signifikan terhadap minat beli ulang, kualitas produk berpengaruh signifikan terhadap minat beli ulang, citra merek berpengaruh signifikan terhadap minat beli ulang, dan kesadaran halal berpengaruh signifikan terhadap minat beli ulang pada restoran Hanamasa.

Kata Kunci : Kualitas Produk, Citra Merek, Fasilitas, Kesadaran Halal, Minat Beli Ulang pada restoran Hanamasa

