

ABSTRACT

This study aims to analyze the influence of the location, perceived price and product quality on customer satisfaction and their impact on repurchase intention. Agung Podomoro Property was taken as a case study. Both primary and secondary data were employed. Secondary data were taken from various sources such as journals, books and other related publication. Primary data were obtained from respondents using questionnaires which were distributed to the target respondents. Using a convenience sampling technique, a total sample of 73 was obtained. Path analysis was employed. First stage evaluated the effect of location, perceived price, and product quality on customer satisfaction partially and simultaneously. Then, the second stage measured the influence of location, perceived price, and product quality and customer satisfaction to repurchase intention partially and simultaneously. The results showed the location, perceived price and quality products together (simultaneously) had a positive effect on customer satisfaction. Partially location, perceived price and product quality had a positive effect on customer satisfaction. It was also found that perceived price dominant. The results also showed that the location, perceived price and quality of products, through customer satisfaction had a positive effect on repurchase intention. Location, perceived price and product quality, customer satisfaction partially had a positive effect on repurchase intention and perceived price was found dominant. It is suggested that the company concern to the pricing strategy for more competitiveness especially customer affordability in order to influence the customer positive recommendation which has impact on repurchase intention.

Keywords: product quality, price, personal selling, brand image, repurchase intention

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh lokasi, persepsi harga dan kualitas produk terhadap kepuasan pelanggan dan dampaknya terhadap minat beli ulang. Agung Podomoro Property diangkat sebagai studi kasus. Data yang digunakan adalah data primer dan data sekunder. Data sekunder diambil dari berbagai sumber seperti jurnal, buku, dan publikasi terkait lainnya. Data primer diperoleh dari responden dengan menggunakan kuesioner yang dibagikan kepada target responden. Pengumpulan data dengan menggunakan teknik *convenience sampling*, jumlah sampel yang diperoleh 73. Penelitian ini menggunakan analisis dua jalur. Jalur pertama mengevaluasi pengaruh lokasi, persepsi harga dan kualitas produk terhadap kepuasan konsumen secara parsial dan simultan. Kemudian jalur kedua mengukur pengaruh lokasi, persepsi harga, kualitas produk dan kepuasan konsumen terhadap minat beli ulang secara parsial dan simultan. Hasil penelitian menunjukkan lokasi, persepsi harga dan kualitas produk bersama-sama (simultan) memiliki pengaruh positif terhadap kepuasan pelanggan. Secara parsial lokasi, persepsi harga dan kualitas produk memiliki pengaruh positif terhadap kepuasan pelanggan. Juga, ditemukan bahwa persepsi harga memiliki pengaruh yang dominan. Hasil penelitian juga menunjukkan bahwa lokasi, persepsi harga dan kualitas produk, melalui kepuasan pelanggan memiliki pengaruh positif terhadap minat beli ulang. Lokasi, persepsi harga dan kualitas produk, kepuasan pelanggan secara parsial memiliki pengaruh positif terhadap minat beli ulang dan harga memiliki pengaruh yang dominan. Disarankan bahwa perusahaan memberikan atensi terhadap strategi harga yang kompetitif terutama keterjangkauan konsumen untuk mempengaruhi rekomendasi positif konsumen yang berdampak terhadap minat beli ulang.

Kata kunci: Lokasi, kualitas produk, harga, kepuasan konsumen, minat beli ulang