

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh persepsi kualitas, kepuasan pelanggan, dan persepsi harga terhadap minat beli ulang konsumen pada UMKM Sop Kambing Pak Amir dan Bu Hanum. Populasi dalam penelitian ini adalah para konsumen dari rumah makan Sop Kambing Pak Amir dan Bu Hanum dengan ukuran sampel 175 dengan menggunakan teknik sampling *non-probability*, yaitu *accidental sampling*. Adapun teknik pengumpulan data dilakukan menggunakan kuesioner dan olah data dilakukan dengan teknik analisis SEM-PLS menggunakan perangkat lunak SmartPLS 3.0. Hasil penelitian ini mendapati bahwa persepsi kualitas dan persepsi harga berpengaruh positif dan signifikan terhadap minat beli ulang konsumen Sop Kambing Pak Amir dan Bu Hanum, disisi lain tidak ditemukan signifikansi antara kepuasan pelanggan terhadap minat beli ulang konsumen.

Kata Kunci: Persepsi Kualitas, Kepuasan Pelanggan, Persepsi Harga, dan Minat Beli Ulang Konsumen.



ABSTRACT

This research aims to analyze the effect of perceived quality, customer satisfaction and perceived price on repurchase intentions on Sop Kambing Pak Amir dan Bu Hanum. The population in this research were customers from Sop Kambing Pak Amir dan Bu Hanum restaurant with a sample size of 175 which has determined by using non-probability technique namely accidental sampling. The sampling collection method was carried out using questionnaire and data processing was carried out using the SEM-PLS analysis technique using SmartPLS 3.0 software. The result of this research found that perceived quality and perceived price had a positive and significant effect on repurchase intentions of consumers of Sop Kambing Pak Amir dan Bu Hanum, on the other, it did not find significant between customer satisfaction on consumer repurchase intention.

Keywords: *Perceived Quality, Customer Satisfaction, Perceived Price, Repurchase Intentions*

