

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, harga dan desain produk terhadap minat beli ulang produk fesyen di toko Noonaku Signature. Populasi dalam penelitian ini adalah seluruh konsumen di Noonaku Signature. Sampel yang dipergunakan adalah sebanyak 200 konsumen yang sudah pernah melakukan pembelian di Noonaku Signature sebelumnya dan sedang berada di toko Noonaku Signature. Metode penarikan sampel menggunakan *convenience sampling* dengan pendekatan deskriptif kuantitatif. Metode pengumpulan data menggunakan metode survei, dengan instrumen penelitian adalah kuisioner. Metode analisis data menggunakan *Variance Based Structural Equation Modeling Partial Least Square (PLS)*. Hasil penelitian ini menunjukkan bahwa Kualitas Produk berpengaruh positif signifikan terhadap minat beli ulang, Harga berpengaruh positif signifikan terhadap minat beli ulang, serta Desain Produk berpengaruh positif signifikan terhadap minat beli ulang.

Kata kunci: Kualitas Produk, Harga, Desain Produk, Minat Beli Ulang.



ABSTRACT

This study aims to analyze the effect of product quality, price and product design on the repurchase intention of fashion products in NoonaKu Signature store. The population in this study is all consumers in NoonaKu Signature. The sample used as many as 200 consumers who had made purchases in NoonaKu Signature before and were at NoonaKu Signature store. The sampling method uses convenience sampling with a quantitative descriptive approach. Data collection methods using survey methods, the research instrument is a questionnaire. The method of data analysis using Partial Least Square (PLS) Variance Based Structural Equation Modeling. The results of this study indicate that Product Quality has a significant positive effect on repurchase intention, Price has a significant positive effect on repurchase intention, and Product Design has a significant positive effect on repurchase intention.

Keywords: Product Quality, Price, Product Design, Repurchase Intention.

