

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh citra merek, persepsi harga, dan kualitas pelayanan terhadap minat beli ulang produk Es Teh Indonesia. Populasi dalam penelitian ini adalah seluruh konsumen yang pernah melakukan pembelian dan mengetahui Es Teh Indonesia. Sampel yang digunakan adalah yang pernah membeli Es Teh Indonesia, Konsumen yang mengunjungi Es Teh Indonesia gerai Srengseng, konsumen yang pernah membeli Es Teh Indonesia minimal 2 kali pembelian. Sampel Penelitian yang digunakan sebanyak 140 responden menggunakan metode *Purposive Sampling*. Metode pengumpulan data menggunakan metode survei, dengan instrumen penelitian adalah kuesioner. Metode analisis data menggunakan Partial Least Square. (PLS 4.0). Desain penelitian ini adalah penelitian kausal dengan metode analisis data menggunakan PLS SEM. Penelitian ini membuktikan bahwa Citra Merek berpengaruh Positif dan signifikan terhadap Minat Beli Ulang, Persepsi Harga berpengaruh Positif dan signifikan terhadap Minat Beli Ulang dan Kualitas Pelayanan berpengaruh Positif dan signifikan terhadap Minat Beli Ulang.

Kata Kunci: Citra Merek, Persepsi Harga, Kualitas Pelayanan, dan Minat Beli Ulang



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## **ABSTRACT**

*This study aims to determine the effect of brand image, price perception, and service quality on the intention to repurchase Indonesian iced tea products. The population in this study were all consumers who had made a purchase and knew about Indonesian iced tea. The samples used were those who had bought Indonesian iced tea, consumers who visited Indonesian iced tea at Srengseng outlets, consumers who had bought Indonesian iced tea at least twice. The research sample used was 140 respondents using the Purposive Sampling method. The data collection method uses a survey method, with the research instrument being a questionnaire. Methods of data analysis using Partial Least Square. (PLS 4.0). The design of this this research is causal research with data analysis method using PLS SEM. This research proves that brand image has a positive and significant effect on repurchase intention, price perception has a positive and significant effect on repurchase intention and service quality has a positive and significant effect on repurchase intention.*

*Keywords: Brand Image, Price Perception, Service Quality, and Repurchase Intention*

