ABSTRAK

Nur Asni R, 2023: Pengaruh Harga, Citra Merek, Dan Kualitas Produk Terhadap Minat Beli Ulang *Skincare* The Originote Pada Masyarakat Kota Tanjungpinang
Dosen pembimbing: Hj. Iranita, S.E.,M.Si dan
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Penelitian ini bertujuan untuk menjelaskan Pengaruh Harga, Citra Merek, Dan Kualitas Produk Terhadap Minat Beli Ulang *Skincare* The Originote Pada Masyarakat Kota Tanjungpinang. Populasi dalam penelitian ini sejumlah 227.663 Masyarakat Kota Tanjungpinang. Pengambilan sampel dengan menggunakan teknik *purposive sampling* sebanyak 100 responden Masyarakat Kota Tanjungpinang. Jenis penelitian ini penelitian kuantitatif. Data primer penelitian berasal dari kuesioner. Data terkumpul dan uji menggunakan *Software Smart* PLS 3.0. Hasil penelitian ditemukan yaitu harga berpengaruh namun tidak signifikan terhadap minat beli ulang, citra merek berpengaruh terhadap minat beli ulang namun tidak signifikan, kualitas berpengaruh terhadap minat beli ulang. Berdasarkan hasil uji hipotesis nilai berpengaruh dan signifikan didapat pada variabel (X3), kualitas berpengaruh secara signifikan terhadap minat beli ulang. Diperoleh (X3) nilai t-*statistic* > t-tabel 5,003 > 1,66 dan p-*value* 0,000 < 0,05. Berdasarkan uji *coefficient determination* atau *goodness of fit* (R2). Didapat nilai sebesar 0,603 (60,3%). Menunjukkan bahwa model penelitian ini moderat disebabkan mampu menjelaskan 60,3% dari keseluruhan variabel penelitian. Sedangkan sisanya sebesar 39,7% dijelaskan oleh variabel yang tidak diteliti pada penelitian ini.

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

ABSTRACT

Nur Asni R, 2023: The Effect of Price, Brand Image, and Product Quality on Repurchase Intention of The Originote *Skincare in the People of Tanjungpinang City*
Supervisor: Hj. Iranita, S.E., M.Si and Abdul Jalal, S.E, M.Si

This study aims to explain the effect of price, brand image, and product quality on repurchase intention of The Originote Skincare in the Tanjungpinang City Community. The population in this study amounted to 227,663 people in Tanjungpinang City. Sampling using purposive sampling technique as many as 100 respondents from the Tanjungpinang City Community. This type of research is quantitative research. Primary research data comes from questionnaires. Data collected and tested using Smart PLS 3.0 software. The results of the study found that price has an effect but is not significant on repurchase intention, brand image has an effect on repurchase intention but is not significant, quality has an effect on repurchase intention. Based on the results of hypothesis testing, the influential and significant value is obtained in variable (X3), quality has a significant effect on repurchase intention. Obtained (X3) t-statistic value> t-table 5.003> 1.66 and p-value 0.000 <0.05. Based on the coefficient determination or goodness of fit (R2) test. A value of 0.603 (60.3%) was obtained. Indicates that this research model is moderate because it is able to explain 60.3% of the overall research variable. While the remaining 39.7% is explained by variables not examined in this study.

***Keywords**: Price, Brand Image, Product Quality and Repurchase Intention*