

ABSTRAK

Skripsi dengan judul “Pengaruh Citra Merek (*Brand Image*), Harga, dan Kualitas Produk terhadap Minat Beli Ulang Konsumen pada Zoya Fashion Tulungagung di Tengah Pandemi Covid-19” ini ditulis oleh Khoirun Nisa, NIM. 17402163028, Pembimbing Dr. Hj. Chusnul Chotimah, M.Ag.

Penelitian ini dilatarbelakangi oleh banyaknya kompetitor di bidang *fashion* muslim, agar bisa bertahan dan meningkatkan minat beli ulang konsumen di Zoya Fashion Tulungagung, maka perlu adanya analisis dari faktor-faktor seperti citra merek (*brand image*), harga, dan kualitas produk yang mempengaruhi minat beli ulang tersebut. Dengan meningkatnya minat beli ulang dari konsumen, maka perusahaan akan memperoleh keuntungan yang meningkat pula.

Rumusan masalah dalam penelitian ini adalah 1) Apakah faktor citra merek (*brand image*) berpengaruh signifikan terhadap minat beli ulang konsumen di Gerai Zoya Fashion Tulungagung di tengah pandemi Covid-19? 2) Apakah faktor harga berpengaruh signifikan terhadap minat beli ulang konsumen di Gerai Zoya Fashion Tulungagung di tengah pandemi Covid-19? 3) Apakah faktor kualitas produk berpengaruh signifikan terhadap minat beli ulang konsumen di Gerai Zoya Fashion Tulungagung di tengah pandemi Covid-19? 4) Apakah faktor citra merek (*brand image*), harga, dan kualitas produk berpengaruh secara simultan terhadap minat beli ulang konsumen di Gerai Zoya Fashion Tulungagung di tengah pandemi Covid-19?. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Teknik pengumpulan data menggunakan kuesioner dengan sampel berjumlah 96 orang. Teknik pengambilan sampel menggunakan teknik *nonprobability sampling* dengan pendekatan *purposive sampling*.

Hasil penelitian ini menunjukkan bahwa : 1) Citra merek (*brand image*) berpengaruh positif dan signifikan terhadap minat beli ulang konsumen pada Zoya Fashion Tulungagung. 2) Harga berpengaruh positif dan signifikan terhadap minat beli ulang konsumen pada Zoya Fashion Tulungagung. 3) Kualitas produk berpengaruh positif dan signifikan terhadap minat beli ulang konsumen pada Zoya Fashion Tulungagung. 4) Citra merek (*brand image*), harga, dan kualitas produk secara simultan atau bersama-sama berpengaruh positif dan signifikan terhadap minat beli ulang konsumen pada Zoya Fashion Tulungagung.

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

ABSTRACT

The thesis entitled “The Influence of Brand Image, Price, and Product Quality towards Consumer’s Repurchase Interest at Zoya Fashion Tulungagung in the Middle of the Covid-19 Pandemic” were written by Khoirun Nisa, Student Registered Number. 17402163028, Advisor: Dr. Hj. Chusnul Chotimah, M. Ag.

The background of the study were the existence of many competitors in the field of moslem fashion. In order to be able to survive and increase the consumer’s repurchase interest at Zoya Fashion Tulungagung, so it is necessary for the researcher to analyse some factors, such as the brand image, the price, and the quality of the product which possibly affect the consumer’s interest in repurchasing the product. With the increasing interest in repurchasing from consumers, it is hoped that it will increase the company’s profits as well.

The formulation of the research question of this research were 1) Does the brand image factor significantly give influence on the consumer’s repurchase interest at Zoya Fashion Tulungagung Store in the Middle of the Covid-19 Pandemic? 2) Does the price factor significantly give influence on the consumer’s repurchase interest at Zoya Fashion Tulungagung Store in the Middle of the Covid-19 Pandemic? 3) Does the product quality factor significantly give influence on the consumer’s repurchase interest at Zoya Fashion Tulungagung Store in the Middle of the Covid-19 Pandemic? 4) Does the factor of the brand image, the price, and the product quality simultaneously give influence on the consumer’s repurchase interest at Zoya Fashion Tulungagung Store in the Middle of the Covid-19 Pandemic? This research used quantitative approach in which the type of the research were associative research. The method of the data collection used in this study were a questionnaire got from 96 people as the sample. Meanwhile, the sampling technique used were the non-probability sampling technique with purposive sampling approach.

The results of this study showed that : 1) The brand image is able to give positive and significant influence towards the consumer’s repurchase interest at Zoya Fashion Tulungagung. 2) The price is also able to give positive and significant influence towards the consumer’s repurchase interest at Zoya Fashion Tulungagung. 3) The quality of the product is able to give positive and significant influence towards the consumer’s repurchase interest as well at Zoya Fashion Tulungagung. 4) Here, the brand image, the price, and the product quality simultaneously have positive and significant effect towards the consumer’s interest in repurchasing the product of Zoya Fashion Tulungagung.

Keywords: *Brand Image, Price, Product Quality, Repurchase Interest*