

## ABSTRAK

Skripsi dengan judul “Pengaruh Kualitas Pelayanan, Kualitas Produk, dan Kepuasan Konsumen terhadap *Repurchase Intention* (Pembelian Ulang) pada Perusahaan Kecap Purnama KD Cap 2000” yang ditulis oleh Nurul Khoyum Ma’rifah, NIM. 12405193047, Fakultas Ekonomi dan Bisnis Islam, Jurusan Manajemen Bisnis Syariah, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, Pembimbing : Dr. Binti Nur Asiyah, M.Si.

Penelitian ini dilatarbelakangi oleh semakin ketatnya persaingan antar perusahaan kecap yang mengharuskan perusahaan untuk menyusun strategi untuk menarik konsumen sehingga memunculkan kepuasan terhadap konsumen, kualitas pelayanan perusahaan belum sepenuhnya dirasakan oleh konsumen, kualitas produk tidak kalah dengan produk kecap lain. Tujuan Penelitian untuk (1) Menguji pengaruh signifikan kualitas pelayanan terhadap *repurchase intention* (pembelian ulang) di Perusahaan Kecap Purnama KD Cap 2000, (2) Menguji pengaruh signifikan kualitas produk terhadap *repurchase intention* (pembelian ulang) di Perusahaan Kecap Purnama KD Cap 2000, (3) Menguji pengaruh signifikan kepuasan konsumen terhadap *repurchase intention* (pembelian ulang) di Perusahaan Kecap Purnama KD Cap 2000, (4) Menguji pengaruh signifikan kualitas pelayanan, kualitas produk dan kepuasan konsumen terhadap *repurchase intention* (pembelian ulang) di Perusahaan Kecap Purnama KD Cap 2000.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Teknik dalam pengambilan sampel menggunakan teknik *nonprobability sampling*. Jenis data yang digunakan adalah data primer yang diperoleh dari kuesioner yang disebar pada konsumen. Data kuesioner dianalisis dengan menggunakan SPSS 24.0 dengan melakukan uji validitas, uji reliabilitas, uji asumsi klasik uji normalitas residual, uji multikolinieritas, uji heteroskedastisitas, uji autokorelasi, uji regresi berganda, uji hipotesis (Uji F, Uji T), dan uji koefisien determinasi.

Hasil penelitian menunjukkan bahwa, (1) Kualitas Pelayanan berpengaruh positif dan tidak signifikan terhadap *repurchase intention* (pembelian ulang) di Perusahaan Kecap Purnama KD Cap 2000. (2) Kualitas Produk berpengaruh positif dan signifikan terhadap *repurchase intention* (pembelian ulang) di Perusahaan Kecap Purnama KD Cap 2000. (3) Kepuasan Konsumen berpengaruh positif dan signifikan terhadap *repurchase intention* (pembelian ulang) di Perusahaan Kecap Purnama KD Cap 2000. (4) Kualitas Pelayanan, Kualitas Produk dan Kepuasan Konsumen terhadap *repurchase intention* (pembelian ulang) di Perusahaan Kecap Purnama KD Cap 2000.

Kata Kunci : Kualitas Pelayanan, Kualitas Produk, Kepuasan Konsumen, Pembelian Ulang.

## **ABSTRACT**

*Thesis with the title "The Influence of Service Quality, Product Quality, and Consumer Satisfaction on Repurchase Intention (Repurchase) at KD Cap 2000 Purnama Soy Sauce Company" written by Nurul Khoyum Ma'rifah, NIM. 12405193047, Faculty of Islamic Economics and Business, Department of Sharia Business Management, State Islamic University Sayyid Ali Rahmatullah Tulungagung, Advisor : Dr. Binti Nur Asiyah, M.Sc.*

*The background of this research is the increasingly tight competition between soy sauce companies which requires companies to develop strategies to attract consumers so that consumer satisfaction arises, the quality of company services has not been fully felt by consumers, product quality is not inferior to other soy sauce products. The research objectives are to (1) examine the significant effect of service quality on repurchase intention (repurchase) at the Kecap Purnama KD Cap 2000 Company, (2) Testing the significant effect of product quality on repurchase intention (re-purchase) in Kecap Purnama Company KD Cap 2000, (3) Testing the significant effect of consumer satisfaction on repurchase intention (re-purchase) at Kecap Purnama KD Cap 2000 Company, (4) Testing the significant effect of service quality, product quality and consumer satisfaction on repurchase intention (re-buy) at KD Cap 2000 Purnama Soy Sauce Company.*

*This study uses a quantitative approach to the type of associative research. Techniques in sampling using techniques non probability sampling. The type of data used is primary data obtained from questionnaires distributed to consumers. Questionnaire data were analyzed using SPSS 24.0 by conducting validity test, reliability test, classic assumption test residual normality test, multicollinearity test, heteroscedasticity test, autocorrelation test, multiple regression test, hypothesis test (F test, T test), and coefficient of determination test.*

*The results showed that, (1) Service Quality has a positive and not significant effect on repurchase intention (repurchase) at Kecap Purnama Company KD Cap 2000. (2) Product quality has a positive and significant effect on repurchase intention (repurchase) at Ketchup Purnama Company KD Cap 2000. (3) Consumer satisfaction has a positive and significant effect on repurchase intention (re-buy) at KD Cap 2000 Soy Sauce Company. (4) Service Quality, Product Quality and Consumer Satisfaction with repurchase intention (re-buy) at KD Cap 2000 Purnama Soy Sauce Company.*

*Keywords : Service Quality, Product Quality, Consumer Satisfaction, Repurchase Intention*