

## **ABSTRACT**

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### **THE INFLUENCE OF QUALITY PERCEPTION, PRICE FAIRNESS, BRAND EXPERIENCE, AND ACCESSIBILITY TO REPURCHASE INTEREST AT ZAC URBAN, MEDAN**

(xviii+, 91 pages; 7 figures; 58 tables; 7 appendixes)

One of the world's fastest-growing business areas is the food and beverage service industry. One of the distinguishing characteristics that differentiates this industry from others is that it has a profound connection to not only the sale of things, but also the delivery of those products, resulting in the customer's feedback on the overall experience of the products and services. The Food and Beverage company prospect is extremely appealing if properly and efficiently managed. The study was carried out at Zac Urban Medan, which serves a variety of foods. The survey found that some customers believe that the quality perception may be enhanced further, that the pricing is slightly higher, that the brand experience is not enticing enough, and that the accessibility of the parking lot is not good enough. These variables are estimated to have an impact on repurchase interest.

To determine the relationship between the independent and dependent variables, the writer employed the quantitative research method, which included the descriptive approach and the causal approach. The data for this study was gathered by distributing questionnaires to 100 randomly selected respondents using the convenience sampling approach, and it was analyzed using the IBM SPSS Statistics 26 program. The study passed the validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, T-test, F-test, and coefficient of determination.

The outcomes of hypothesis testing revealed that quality perception, price fairness, and brand experience all had a partial and simultaneous influence on repurchase interest at Zac Urban Medan, although accessibility had no partial influence. As a result, it is recommended that the company maintain and improve the quality perception, guarantee that the price is reasonable, participate in more public events or online platforms, and provide an additional parking lot. Café can be maintained properly, and facilitate cleaning crew for their needs.

**Keywords: Quality Perception, Price Fairness, Brand Experience, Accessibility, Repurchase Interest**

References: 42 (2018-2022)

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### ***PENGARUH PERSEPSI KUALITAS, KEADILAN HARGA, PENGALAMAN MEREK, DAN AKSESIBILITAS TERHADAP MINAT BELI KEMBALI DI ZAC URBAN, MEDAN***

*(xviii + 91halaman; 7gambar; 58 tabel; 7lampiran)*

*Salah satu area bisnis dengan pertumbuhan tercepat di dunia adalah industri restoran. Salah satu karakteristik pembeda yang membedakan industri ini dari yang lain adalah bahwa ia memiliki hubungan yang mendalam tidak hanya dengan penjualan produk, tetapi juga cara penyajian produk tersebut, yang menghasilkan masukan pelanggan tentang keseluruhan pengalaman produk dan layanan. Prospek restoran sangat menarik jika dikelola dengan baik dan efisien. Kajian dilakukan di Zac Urban Medan yang menyajikan berbagai macam makanan. Survei menemukan bahwa beberapa pelanggan percaya bahwa persepsi kualitas dapat ditingkatkan lebih lanjut, bahwa harga sedikit lebih tinggi, pengalaman merek tidak cukup menarik, dan aksesibilitas tempat parkir tidak cukup baik. Variabel tersebut diperkirakan berdampak pada minat beli kembali.*

*Untuk mengetahui hubungan antara variabel bebas dan terikat, penulis menggunakan metode penelitian kuantitatif yang meliputi pendekatan deskriptif dan pendekatan kausal. Data penelitian ini dikumpulkan dengan menyebarkan kuesioner kepada 100 responden yang dipilih secara acak dengan menggunakan pendekatan convenience sampling, dan dianalisis dengan menggunakan program IBM SPSS Statistics 25. Penelitian ini lolos uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, analisis regresi linier berganda, uji T, uji F, dan koefisien determinasi.*

*Hasil pengujian hipotesis menunjukkan bahwa persepsi kualitas, kewajaran harga, dan efek dari merek semuanya berpengaruh secara parsial dan simultan terhadap minat beli ulang di Zac Urban Medan, sedangkan aksesibilitas tidak berpengaruh secara parsial. Hasilnya, disarankan agar perusahaan mempertahankan dan meningkatkan persepsi kualitas, menjamin kewajaran harga, berpartisipasi dalam lebih banyak acara publik atau media sosial, dan menyediakan tempat parkir tambahan.*

***Kata Kunci: Persepsi Kualitas, Keadilan Harga, Pengalaman Merek, Aksesibilitas Terhadap Minat Beli Kembali***

*Pustaka: 42 (2018-2022)*