ABSTRAK

Perkembangan bisnis ritel di Indonesia semakin pesat. Seiring bertambahnya pendapatan masyarakat, dan semakin meningkatnya populasi penduduk dan meningkatnya urbanisasi di masyarakat, tingkat optimisme konsumen yang kuat menjadi roda penggerak permintaan industri ritel. Di Indonesia, pertumbuhan ritel sangat pesat dalam bentuk minimarket, convenience store, dan hypermarket dimana share perdagangan minimarket mengalami kenaikan tinggi.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Perceived Quality, Perceived Risk, Perceived Value, Perceived Price, Advertisement, Packaging, Store Image, Consumer' Attitude* terhadap *Repurchase Intention.* Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh kesembilan variabel sehingga meningkatkan *Repurchase Intention* yang pada akhirnya akan mengakibatkan pembelian ulang pada produk value plus di surabaya.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 145 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, yang pernah membeli produk value plus dalam jangka waktu tiga bulan terakhir.

Hasil penelitian menunjukkan bahwa *Perceived Quality* dengan koefisien regresi sebesar 0.318 secara positif dan signifikan mempengaruhi *Repurchase Intention*, *Perceived Risk* dengan koefisien regresi sebesar 0.410 secara positif dan signifikan mempengaruhi *Repurchase Intention*, *Perceived Value* dengan koefisien regresi sebesar 0.444 secara positif dan signifikan mempengaruhi *Repurchase Intention*, *Perceived Price* dengan koefisien regresi sebesar 0.279 secara positif dan signifikan mempengaruhi *Repurchase Intention*, *Advertisement* dengan koefisien regresi sebesar 0.294 secara positif dan signifikan mempengaruhi *Repurchase Intention*, *Packaging* dengan koefisien regresi sebesar 0.351 secara positif dan signifikan mempengaruhi *Repurchase Intention*, *Store Image* dengan koefisien regresi sebesar 0.387 secara positif dan signifikan mempengaruhi *Repurchase Intention*, dan *Consumer' Attitude* dengan koefisien regresi sebesar 0.310 secara positif dan signifikan mempengaruhi *Repurchase Intention*.

Kata kunci: *Perceived Quality, Perceived Risk, Perceived Value, Perceived Price, Advertisement, Packaging, Store Image, Consumer' Attitude,* dan *Repurchase Intention*

ABSTRACT

The development of retail business in Indonesia is growing fast. As time goes by, the income, the population and the urbanization in society are increasing, the level of strong optimism's consumer become a demand wheel of retail industry. In Indonesia, the growth is very fast or rapid in form of retail stores, convenience store, and hypermarket where share trading market is rising high.

This research aims to find out how the influence of *Perceived Quality, Perceived Risk, Perceived Value, Perceived Price, Advertisement, Packaging, Store Image, Consumer's Attitude* towards *repurchase Intention*. The expected benefits from this research is adding to the treasury of knowledge in the field of management especially how great the influence of nine variables which increase repurchase intention that will eventually lead to purchase back on the product value plus in surabaya.

This research is a causal research. The research method used is the quantitative method with data processing using AMOS. Data collection was done by giving questionnaires to 145 respondents with the characteristics of male and female respondents aged 18-60 years, who has ever bought value plus's product in a period of last three months.

The results showed that *Perceived Quality* with regression coefficient of 0.318 positive and significantly affect *Repurchase Intention*, *Perceived Risk* with regression coefficient of 0.410 positive and significantly affect *Repurchase Intention*, *Perceived Value* with regression coefficient of 0.444 positive and significantly affect *Repurchase Intention, Perceived Price* with regression coefficient of 0.279 positive and significantly affect *Repurchase Intention, Advertisement* with regression coefficient of 0.294 positive and significantly affect *Repurchase Intention, Packaging* with regression coefficient of 0.351 positive and significantly affect *Repurchase Intention, Store Image* with regression coefficient of 0.387 positive and significantly affect *Repurchase Intention, Consumer' Attitude* with regression coefficient of 0.310 positive and significantly affect *Repurchase Intention*.

Key Words: *Perceived Quality, Perceived Risk, Perceived Value, Perceived Price, Advertisement, Packaging, Store Image, Consumer' Attitude,* and *Repurchase Intention*