

## ***ABSTRACT***

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### **EFFECT OF CUSTOMER EXPERIENCE, PERCEIVED PRICE, SERVICE QUALITY, AND PRODUCT QUALITY TOWARD CUSTOMERS' REPURCHASE INTENTIONS AT KOPI JANJI JIWA TANJUNGBALAI**

(xvi+122 pages; 12 figures; 36 tables; 7 appendixes)

The food and beverage industry is becoming one of many businesses that is developing in Indonesia, especially coffee shops. Kopi Janji Jiwa is a coffee shop brand of local origin operating in Indonesia. The objective of this study is to examine the effect of customer experience, perceived price, service quality, and product quality on customers' repurchase intentions at Kopi Janji Jiwa Tanjungbalai.

This study uses quantitative methodology with descriptive research design and a causal approach. The research population consists of the customers who have visited Kopi Janji Jiwa Tanjungbalai. A sample of 97 respondents was gathered through distributing questionnaires, using non-probability sampling with convenience sampling method by the Lemeshow formula and analyzed using SPSS software.

The questionnaires distributed in the study have passed validation and reliability tests. The collected data also successfully passed various tests, including normality, linearity, multicollinearity, heteroscedasticity, multiple linear regression, coefficient of determination, and hypothesis testing.

The hypothesis testing concluded that Customer Experience, Perceived Price, Service Quality, and Product Quality simultaneously affect the repurchase intentions at Kopi Janji Jiwa. The results indicate that product quality significantly affects repurchase intentions with the value 7.044 while Customer Experience has a value of 1.612, perceived price has a value of 0.488, service quality has a value of -0.011 means customer experience, perceived price, and service quality do not have a significant impact.

**Keywords:** Customer Experience, Perceived Price, Service Quality, Product Quality

**References:** (2018-2023)

## **ABSTRAK**

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### **PENGARUH PENGALAMAN KONSUMEN, PERSEPSI HARGA, KUALITAS PELAYANAN, DAN KUALITAS PRODUK TERHADAP NIAT PEMBELIAN KEMBALI PELANGGAN KOPI JANJI JIWA TANJUNGBALAI**

(xvi+122 pages; 12 figures; 36 tables; 7 appendixes)

*Industri makanan dan minuman menjadi salah satu bisnis yang berkembang di Indonesia, khususnya kedai kopi. Kopi Janji Jiwa adalah merek kedai kopi asal lokal yang beroperasi di Indonesia. Tujuan penelitian ini adalah untuk menguji pengaruh pengalaman pelanggan, persepsi harga, kualitas layanan, dan kualitas produk terhadap niat beli ulang pelanggan Kopi Janji Jiwa Tanjungbalai.*

*Penelitian ini menggunakan metodologi kuantitatif dengan desain penelitian deskriptif dan pendekatan kausal. Populasi penelitian ini adalah pelanggan yang pernah berkunjung ke Kopi Janji Jiwa Tanjungbalai. Sampel sebanyak 97 responden dikumpulkan melalui non-probability sampling dengan metode convenience sampling dengan menyebarkan kuesioner. Data dari 97 responden tersebut dikumpulkan dengan menggunakan rumus Lemeshow dan dianalisis menggunakan software SPSS.*

*Kuesioner yang disebarkan dalam penelitian telah lolos uji validasi dan reliabilitas. Data yang terkumpul juga berhasil lolos berbagai uji antara lain normalitas, linieritas, multikolinearitas, heteroskedastisitas, regresi linier berganda, koefisien determinasi, dan uji hipotesis.*

*Pengujian hipotesis menyimpulkan bahwa Customer Experience, Perceived Price, Service Quality, dan Product Quality secara simultan berpengaruh terhadap niat beli ulang di Kopi Janji Jiwa. Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh signifikan terhadap niat pembelian ulang, sedangkan pengalaman pelanggan, persepsi harga, dan kualitas layanan tidak berpengaruh signifikan.*

**Kata Kunci:** *Pengalaman Pelanggan, Persepsi Harga, Kualitas Pelayanan, Kualitas Produk*

**Referensi:** (2018-2023)