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**THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY AND  
PERCEIVED QUALITY ON REPURCHASE INTENTION AT CV SINAR  
KENCANA MAS**

(xvii+110 pages; 7 figures; 29 tables; 4 appendixes)

CV Sinar Kencana Mas is a company engaged in construction services. The phenomenon in the company is the company's difficulty in maintaining repurchase intention from customers. The company has a policy of providing a guarantee period for work results for customers, however the warranty claims process tends to be slow, giving a bad impression to customers. Apart from that, the company's lack of workforce causes the process of repair work due to claims to be slow and makes customers forced to wait for the availability of the workforce, which makes the customers disappointed. As a result, customers are reluctant to make transactions for the second time.

This study is causal research. The method used is quantitative methods of processing the data using SPSS. Data was collected by distributing questionnaires to 100 respondents.

The partial hypothesis test showed that hypothesis 1 ( $H_1$ ) is accepted which showed by  $t_{count} = 4.092$  and  $t_{table} = 1.98472$  ( $t_{count} > t_{table}$ ) and the significance 0.000 is lower than 0.05. It means that the product quality has influence on repurchase intention at CV Sinar Kencana Mas. Hypothesis 2 ( $H_2$ ) is accepted which showed by  $t_{count} = 4.770$  and  $t_{table} = 1.98472$  ( $t_{count} > t_{table}$ ) and the significance 0.000 is lower than 0.05. It means that the service quality has influence on repurchase intention at CV Sinar Kencana Mas. The simultaneous hypothesis test showed that Hypothesis 3 ( $H_3$ ) is accepted which showed by  $t_{count} = 2.649$  and  $t_{table} = 1.98472$  ( $t_{count} > t_{table}$ ) and the significance 0.009 is lower than 0.05. It means that the perceived quality has influence on repurchase intention at CV Sinar Kencana Mas.

Some recommendations for this research are the company should make some code or sign on the construction jobs, as the signature of the company, implement the service determinants which contained in SERVQUAL and to always strict to the agreement, always strive to provide maximum work results that can match customer expectations and meet promised deadlines.

**Keywords : Product Quality, Service Quality, Perceived Quality, Repurchase Intention.**

References: 42 (2018-2023)

## **ABSTRAK**

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**PENGARUH KUALITAS PRODUK, KUALITAS LAYANAN, DAN  
KUALITAS YANG DIHARAPKAN TERHADAP MINAT  
PEMBELIAN ULANG PADA  
CV SINAR KENCANA MAS**

*(xvii+110 halaman; 7 gambar; 29 tabel; 4 lampiran)*

*CV Sinar Kencana Mas merupakan perusahaan yang bergerak di bidang jasa konstruksi. Fenomena yang terjadi pada perusahaan adalah sulitnya perusahaan dalam mempertahankan minat beli ulang dari pelanggan. Perusahaan memiliki kebijakan dalam memberikan masa jaminan hasil kerja kepada pelanggan, namun proses klaim garansi cenderung lambat sehingga menimbulkan kesan buruk bagi pelanggan. Selain itu, kekurangan tenaga kerja menyebabkan perbaikan akibat klaim menjadi lambat sehingga membuat pelanggan kecewa.*

*Penelitian ini merupakan penelitian kausal. Metode yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan SPSS. Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada 100 responden.*

*Uji hipotesis secara parsial menunjukkan bahwa hipotesis 1 ( $H_1$ ) diterima yang ditunjukkan dengan  $t_{hitung} = 4,092$  dan  $t_{tabel} = 1,98472$  ( $t_{hitung} > t_{tabel}$ ) dan signifikansi 0,000 lebih rendah dari 0,05. Artinya kualitas produk mempunyai pengaruh terhadap minat beli ulang pada CV Sinar Kencana Mas. Hipotesis 2 ( $H_2$ ) diterima yang ditunjukkan dengan  $t_{hitung} = 4,770$  dan  $t_{tabel} = 1,98472$  ( $t_{hitung} > t_{tabel}$ ) dan signifikansi 0,000 lebih rendah dari 0,05. Artinya kualitas pelayanan mempunyai pengaruh terhadap minat beli ulang pada CV Sinar Kencana Mas. Uji hipotesis secara simultan menunjukkan bahwa Hipotesis 3 ( $H_3$ ) diterima yang ditunjukkan dengan  $t_{hitung} = 2,649$  dan  $t_{tabel} = 1,98472$  ( $t_{hitung} > t_{tabel}$ ) dan signifikansi 0,009 lebih rendah dari 0,05. Artinya persepsi kualitas mempunyai pengaruh terhadap minat beli ulang pada CV Sinar Kencana Mas.*

*Beberapa rekomendasi adalah perusahaan sebaiknya membuat kode atau tanda pada hasil kerja konstruksinya, menjalankan pelayanan dengan menerapkan prinsip pada SERVQUAL, serta selalu menepati isi perjanjian untuk memberikan hasil kerja yang terbaik dan tepat waktu dalam penyelesaian pekerjaan.*

**Kata Kunci:** *Kualitas Produk, Kualitas Layanan, Kualitas yang Diharapkan, Minat Pembelian Ulang.*

*Referensi: 42 (2018-2023)*