

## ABSTRAK

Perkembangan teknologi mengarah kepada digital dan mobile. Kini adanya smartphone bisa menggantikan segalanya. Smartphone adalah salah satu kebutuhan masyarakat modern. Smart phone sangat penting bagi kita karena untuk menunjang aktivitas sehari – hari kita. OPPO Find X merupakan salah satu produk yang menarik perhatian warga Indonesia yaitu produk telepon seluler dengan merek OPPO *cameraphone*. OPPO meluncurkan produk tersebut karena khusus untuk pecinta selfie yang sekarang menjadi trend bagi kebanyakan orang.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Performance, Reliability, Durability, Serviceability, Aesthetics, Conformance of Specification, dan Perceived Quality* terhadap *Repurchase Intention*. Manfaat yang diharapkan dari penelitian ini adalah menambah khasanah ilmu pengetahuan di bidang manajemen khususnya seberapa besar pengaruh *Repurchase Intention* sehingga meningkatkan *Performance, Reliability, Durability, Serviceability, Aesthetics, Conformance of Specification, dan Perceived Quality* yang pada akhirnya akan meningkatkan pembelian aktual dari perusahaan OPPO.

Penelitian ini merupakan penelitian kausal. Metode penelitian yang digunakan adalah metode kuantitatif dengan pengolahan data menggunakan AMOS. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 130 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, mengetahui Hanphone OPPO Find X dan menggunakan Hanphone OPPO Find X dalam kurun 6 bulan terakhir.

Hasil penelitian menunjukkan bahwa *Performance* dengan koefisien regresi sebesar 0.08 secara positif dan tidak signifikan mempengaruhi *Repurchase Intention*; *Reliability* dengan koefisien regresi sebesar 0.08 secara positif dan tidak signifikan mempengaruhi *Repurchase Intention*; *Durability* dengan koefisien regresi sebesar 0.166 secara positif dan tidak signifikan mempengaruhi *Repurchase Intention*; *Serviceability* dengan koefisien regresi sebesar 0.443 secara positif dan signifikan mempengaruhi *Repurchase Intention*; *Aesthetics* dengan koefisien regresi sebesar 0.212 secara positif dan tidak signifikan mempengaruhi *Repurchase Intention*; *Conformance of Specification* dengan koefisien regresi sebesar 0.468 secara positif dan signifikan mempengaruhi *Repurchase Intention*; *Perceived Quality* dengan koefisien regresi sebesar 0.527 secara positif dan signifikan mempengaruhi *Repurchase Intention*.

**Kata kunci:** *Performance, Reliability, Durability, Serviceability, Aesthetics, Conformance of Specification, Perceived Quality dan Repurchase Intention*

## ABSTRACT

The development of technology leads to digital and mobile. Now the existence of a smartphone can replace everything. Smartphones are one of the needs of modern society. Smart phones are very important for us because they support our daily activities. OPPO Find X is one of the products that attracts the attention of Indonesians, namely cellphone products with the OPPO cameraphone brand. OPPO launches the product because it is specifically for selfie lovers which is now a trend for most people. This study aims to determine how the influence of Performance, Reliability, Durability, Serviceability, Aesthetics, Conformance of Specification, and Perceived Quality on Repurchase Intention. The expected benefit of this research is to add to the repertoire of knowledge in the field of management, especially how much influence Repurchase Intention has on improving Performance, Reliability, Serviceability, Aesthetics, Performance of Specification, and Perceived Quality which will ultimately increase the actual purchase of OPPO companies.

This research is a causal study. The research method used is a quantitative method by processing data using AMOS. Data collection was done by distributing questionnaires to 130 respondents with the characteristics of male and female respondents aged 18-60 years, knowing Hanphone OPPO Find X and using Hanphone OPPO Find X in the last 6 months.

The results showed that Performance with a regression coefficient of 0.08 was positive and did not significantly affect Repurchase Intention; Reliability with a regression coefficient of 0.08 positively and does not significantly affect Repurchase Intention; Durability with a regression coefficient of 0.166 positively and does not significantly affect Repurchase Intention; Serviceability with a regression coefficient of 0.443 positively and significantly affects Repurchase Intention; Aesthetics with a regression coefficient of 0.212 positively and does not significantly affect Repurchase Intention; Conformance of Specification with a regression coefficient of 0.468 positively and significantly affects Repurchase Intention; Perceived Quality with a regression coefficient of 0.527 positively and significantly affects Repurchase Intention.

**Key Words:** *Performance, Reliability, Durability, Serviceability, Aesthetics, Conformance of Specification, Perceived Quality dan Repurchase Intention*