

## **ABSTRAK**

Penelitian ini menguji Pengaruh Persepsi Kualitas Produk, Citra Merek dan Persepsi Harga terhadap Sikap dan dampaknya terhadap Niat Beli Ulang (Studi pada sepatu olah raga merek 'Specs' di Kabupaten Kendal). Populasi dalam penelitian ini adalah konsumen yang membeli dan menggunakan sepatu olah raga merek Specs di Kabupaten Kendal. Pengambilan sampel dilakukan dengan Teknik Purposive Sampling dan jumlah sampel sebanyak 100 responden. Data yang terkumpul dianalisis menggunakan analisis faktor untuk menguji validitas item pernyataan, pengujian reliabilitas menggunakan cronbach's alpha, dan pengujian hipotesis menggunakan regresi linier berganda. Data diolah dengan SPSS versi 22. Hasil analisis menunjukkan bahwa persepsi kualitas produk, citra merek dan persepsi harga berpengaruh positif dan signifikan terhadap sikap dan sikap berpengaruh positif dan signifikan terhadap niat beli ulang.

**Kata Kunci: Persepsi Kualitas Produk, Citra Merek, Persepsi Harga, Sikap, Niat Beli Ulang.**

## **ABSTRACT**

*This study examines the effect of perception product quality, brand image and price perception on attitudes and their impact on repurchase intentions (Study on sports shoes with the brand 'Specs' in Kendal Regency). The population in this study are consumers who buy and use Specs brand sports shoes in Kendal Regency. Sampling was done by using purposive sampling technique and the number of samples was 100 respondents. The collected data were analyzed using factor analysis to test the validity of the statement items, reliability testing using Cronbach's alpha, and hypothesis testing using multiple linear regression. The data were processed with SPSS version 22. The results of the analysis showed that the perception product quality, brand image and price perception has a positive and significant effect on attitudes and attitudes has a positive and significant effect on repurchase intention.*

***Keywords: Perception Product Quality, Brand Image, Price Perception, Attitude, Repurchase Intention.***