

## ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh kualitas produk dan persepsi harga terhadap kepuasan pelanggan dan minat beli ulang HP XIAOMI di SMS Shop Matahari Simpanglima Semarang. Populasi dalam penelitian ini adalah seluruh pelanggan yang Membeli HP XIAOMI di SMS Shop Matahari Simpanglima Semarang. Penentuan sampel dalam penelitian ini menggunakan *purposive sampling*, yaitu teknik pengambilan sampel dengan tujuan tertentu. Pertimbangan sampel dalam penelitian ini adalah pelanggan yang Membeli HP XIAOMI di SMS Shop Matahari Simpanglima Semarang lebih dari dua kali dan berusia minimal 17 tahun dan tinggal di Kota Semarang. Alat analisis yang digunakan adalah analisis regresi linear berganda. Hasil analisis dapat disimpulkan bahwa: Kualitas produk berpengaruh positif terhadap kepuasan pelanggan. Persepsi harga berpengaruh positif terhadap kepuasan pelanggan. Kualitas produk berpengaruh positif terhadap minat beli ulang. Persepsi harga berpengaruh positif terhadap minat beli ulang. Kepuasan pelanggan berpengaruh positif terhadap minat beli ulang.

Kata kunci: kualitas produk, persepsi harga, kepuasan pelanggan dan minat beli ulang

## **ABSTRACT**

*The purpose of this study was to analyze the effect of product quality and price perception on customer satisfaction and interest in repurchasing HP XIAOMI at the Matahari Simpanglima Semarang SMS Shop. The population in this study were all customers who bought HP XIAOMI at Matahari Simpanglima Semarang SMS Shop. Determination of the sample in this study using purposive sampling, namely sampling techniques with specific objectives. Consideration of the sample in this study is that customers who bought HP XIAOMI at the Matahari Simpanglima Semarang SMS Shop more than twice and were at least 17 years old and lived in the city of Semarang. The analytical tool used is multiple linear regression analysis. The results of the analysis can be concluded that: Product quality has a positive effect on customer satisfaction. Price perception has a positive effect on customer satisfaction. Product quality has a positive effect on repurchase interest. Price perception has a positive effect on repurchase interest. Customer satisfaction has a positive effect on repurchase interest.*

*Keywords: product quality, price perception, customer satisfaction and repurchase interest.*