

## **ABSTRAK**

Penelitian ini dilakukan untuk menganalisis pengaruh kualitas produk, citra merek dan persepsi harga terhadap kepuasan pelanggan dan dampaknya pada niat keputusan pembelian ulang produk ikan sarden kaleng Heinz ABC Indonesia. Pengumpulan data yang dilakukan melalui kuesioner yang didistribusikan melalui google form. Jumlah sampel yang digunakan sebanyak 100 orang responden. Pengaruh antar variabel diuji menggunakan metode analisis regresi berganda. Hasil penelitian ini adalah persepsi harga tidak berpengaruh terhadap kepuasan pelanggan. Sehingga dapat diinterpretasikan bahwa kepuasan pelanggan tidak dipengaruhi oleh persepsi mereka terhadap harga. Sedangkan citra merek dan kualitas produk mempunyai pengaruh positif dan signifikan terhadap kepuasan pelanggan, Dan kepuasan pelanggan berpengaruh positif dan signifikan terhadap niat keputusan pembelian ulang. Oleh karena itu, kepuasan pelanggan lebih dipengaruhi oleh citra merek dan kualitas produk. Sedangkan niat keputusan pembelian ulang terbukti dipengaruhi oleh kepuasan pelanggan.

**Kata kunci: Kualitas Produk, Citra Merek, Persepsi Harga, Kepuasan Pelanggan, Niat Keputusan Pembelian Ulang**

## **ABSTRACT**

*This research was conducted to analyze the effect of product quality, brand image, and price perceived pricing on customer satisfaction and purchasing decisions of Heinz ABC Indonesia canned sardines. Data collection was carried out through questionnaires distributed via google form. The number of samples used were 100 respondents. The influence between variables tested using multiple regression analysis method. The result of this research is the perceived pricing has no effect on customer satisfaction. So, it can be interpreted that customer satisfaction is not influenced by their perception of price. Meanwhile, brand image and product quality have a positive and significant effect on customer satisfaction, and customer satisfaction has a positive and significant effect on intention of repurchasing. Therefore, customer satisfaction is more influenced by brand image and product quality. While the intention of repurchasing is determined by customer satisfaction.*

***Keywords: Product Quality, Brand Image, Perceived Pricing, Customer Satisfaction, Intention to Repurchasing***