ABSTRAK

Tujuan yang akan dicapai adanya penelitian ini adalah untuk menguji dan menganalisis pengaruh kualitas produk, persepsi harga dan citra merek terhadap kepuasan konsumen serta dampaknya terhadap niat beli ulang *Smartphone* OPPO di Pati. Objek dalam penelitian ini adalah e- *Smartphone* OPPO serta variabel independen dalam penelitian ini yaitu kualitas produk, persepsi harga, citra merek, kepuasan konsumen dan variabel dependen dalam penelitian ini yaitu niat beli ulang. Penelitian ini menggunakan alat pengumpulan data berupa kuesioner. Sampel diambil sebanyak 100 orang responden yakni konsumen yang pernah membeli dan menggunakan *Smartphone* OPPO, berdomisili di Pati dan berusia minimal 17 tahun. Penentuan sampel dengan teknik *purposive sampling*. Semua pertanyaan diukur dengan skala *likert* 5 peringkat jawaban sangat setuju sampai sangat tidak setuju. Metode analisis data penelitian menggunakan regresi linier berganda. Data yang diolah menggunakan regresi berganda. Data yang diolah menggunakan program SPSS 23. Berdasarkan hasil penelitian ini dapat disimpulkan bahwa kualitas produk berpengaruh positif terhadap kepuasan konsumen, persepsi harga tidak berpengaruh terhadap kepuasan konsumen, citra merek berpengaruh positif terhadap kepuasan konsumen dan kepuasan konsumen berpengaruh positif dan signifikan terhadap niat beli ulang.

Kata Kunci : Kualitas Produk, Persepsi Harga, Citra Merek, Kepuasan Konsumen, Niat Beli Ulang.

ABSTRACT

The purpose of this research is to test and analyze the effect of product quality, price perception and brand image on consumer satisfaction and interest in repurchasing OPPO Smartphones in Pati. The object in this study is the OPPO e-Smartphone and the independent variables in this study are product quality, price perception, brand image, consumer satisfaction and the dependent variable in this study is repurchase interest. This study used a data collection tool in the form of a questionnaire. The sample was taken as many as 100 respondents, namely consumers who have bought and used OPPO Smartphones, are domiciled in Pati and are at least 17 years old. Determination of the sample by purposive sampling technique. All questions were measured on a 5-point Likert scale with answers from strongly agree to strongly disagree. The research data analysis method used multiple linear regression. The data is processed using multiple regression. The data was processed using the SPSS 23 program. Based on the results of this study, it can be concluded that product quality has a positive and significant effect on consumer satisfaction, price perceptions have no effect on consumer satisfaction, brand image has a positive effect on consumer satisfaction and consumer satisfaction has a positive and significant effect on repurchase intention..

Keywords: Product Quality, Price Perception, Brand Image, Consumer Satisfaction, Repurchase Intention.