

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh daya tarik promosi, persepsi harga dan perceived quality terhadap minat beli ulang dengan brand image sebagai variabel intervening pada produk *Coffee Good Day*. Populasi yang digunakan adalah pelanggan yang sudah pernah mengkonsumsi *Coffee Good Day* di Kota Semarang. Dengan menggunakan teknik *Purposive Accidental Sampling* maka diperoleh jumlah sampel sebesar 100 responden. Alat analisisnya adalah path analysis dengan program SPSS, dimana sebelumnya dilakukan uji validitas dan reliabilitas serta uji asumsi klasik.

Hasil pengujian menunjukkan jika daya tarik promosi, persepsi harga dan perceived quality terbukti mempunyai pengaruh positif terhadap *brand image* dan minat beli ulang. *Brand image* mempunyai pengaruh positif terhadap minat beli ulang, dapat diartikan bahwa semakin positif image konsumen terhadap suatu produk, maka akan berdampak pada tingginya minat pelanggan untuk melakukan pembelian ulang. *Brand image* mampu menjadi variabel intervening antara daya tarik promosi dengan minat beli ulang, artinya bahwa semakin promosi yang dilakukan produk *Coffee Good Day* mampu menjadi daya tarik konsumen, maka akan semakin mampu meningkatkan image positif bagi konsumen sehingga tentu akan berdampak pada tingginya minat konsumen dalam melakukan pembelian ulang. *Brand image* tidak mampu menjadi variabel intervening antara persepsi harga dengan minat beli ulang. *Brand image* mampu menjadi variabel intervening antara *perceived quality* dengan minat beli ulang, dapat diartikan bahwa semakin tinggi persepsi konsumen terhadap kualitas suatu produk, maka tentu akan menimbulkan dampak positif image produk tersebut di mata konsumen dan hal itu akan berdampak pada tingginya minat pelanggan untuk melakukan pembelian ulang.

Kata Kunci : Daya tarik promosi, persepsi harga, perceived quality, brand image dan minat beli ulang

ABSTRACT

This study aims to examine and analyze the influence of the attractiveness of promotion, price perceptions and perceived quality of repurchase interest with brand image as an intervening variable on Coffee Good Day products. The population used is the customers who have ever consumed Coffee Good Day in Semarang City. By using Purposive Accidental Sampling technique, the sample number of 100 respondents was obtained.

Analysis tool is path analysis with SPSS program, where previously tested the validity and reliability as well as the classical assumption test.

The test results show if the attractiveness of promotion, perception of price and perceived quality proved to have a positive influence on brand image and re-buy interest. Brand image has a positive influence on the interest to buy back, can be interpreted that the more positive image of a consumer to a product, it will have an impact on the high interest of customers to repeat purchase. Brand image can be an intervening variable between the attractiveness of the promotion with the interests of buy back, meaning that the more promotions made Coffee Good Day products are able to become the consumer appeal, it will increasingly be able to improve the image position for consumers so that would have an impact on the high consumer interest in doing repeat purchase. Brand image is not capable of being an intervening variable between price perceptions and re-buying interests. Brand image is able to be an intervening variable between perceived quality and re-buying interest, it can be interpreted that the higher the perception of consumer to the quality of a product, it will certainly cause positive impact of product image in consumer's eyes and it will impact on the high interest of customer to make repeat purchase.

Keywords: *Promotion appeal, price perception, perceived quality, brand image and re-buy interest*