

ABSTRACT

The objective of this research is to find out the consequence of product quality, price and service toward customer decision in repurchasing Garuda Sakti Rice in Primkopal Lanudal Juanda Cooperation. The sample were 75 respondents which taken from Accidental Sampling. The data were gained by using questionnaire. The data were analyzed using multiple linear regressions in SPSS version 23 which previously carried out instrument testing and classical assumption test. The result of linear regression showed that the regression coefficient X_1 is 0.264, X_2 for -0,196, X_3 for 0,523. The result of T test indicated the value of the product quality variable count is 2.165 with a significant value of 0.034, the price variable is 2.201 with a significant value of 0.031 and the service variable is 3.837 with a significant value of 0.000. The result of F test showed the F_{count} value is 27,581 with a significant value of 0,000. It can be concluded that the hypothesis proposed is accepted, meaning that product quality, price and service have a significant effect on the repurchasing decision at the Primkopal Lanudal Juanda Cooperative in Sidoarjo.

Keywords : Product quality, Price, Service, Repurchasing

ABSTRAK

Tujuan dari penelitian ini membahas tentang pengaruh kualitas produk, harga dan pelayanan terhadap keputusan pembelian ulang Beras Garuda Sakti di Koperasi Primkopal Lanudal Juanda Sidoarjo. Sampel sebanyak 75 responden dengan menggunakan accidental sampling. Data dikumpulkan dengan menggunakan metode kuisioner, data dianalisis regresi linier berganda dengan menggunakan SPSS versi 23, yang sebelumnya dilakukan uji instrument dan uji asumsi klasik. Hasil analisis diketahui koefisien regresi X_1 sebesar 0,264, X_2 sebesar -0,196, X_3 sebesar 0,523. Melalui uji t dapat diketahui nilai t_{hitung} variabel kualitas produk sebesar 2,165 dengan nilai signifikan 0,034, variabel harga sebesar 2,201 dengan nilai signifikan 0,031 dan variabel pelayanan sebesar 3,837 dengan nilai signifikan 0,000. Hasil uji F dapat diketahui nilai F_{hitung} sebesar 27,581 dengan nilai signifikan sebesar 0,000. Berdasarkan hasil pengujian tersebut maka dapat dinyatakan hipotesis yang diajukan diterima artinya kualitas produk, harga dan pelayanan secara parsial dan simultan berpengaruh signifikan terhadap keputusan pembelian ulang di Koperasi Primkopal Lanudal Juanda Sidoarjo.

Kata kunci: Kualitas Produk, Harga, Pelayanan, Pembelian Ulang