

ABSTRACT

It was explained that this research uses a descriptive quantitative approach, while the number of samples is 102 respondents. The research was taken from all consumers who made purchases at the Mojokerto Chocolate Garden Cafe. The method used is Non Probability Sampling, Incidental Sampling technique, obtained t-count of service quality of 2.016 and sig. , 047 <0.05. Obtained t-count of product quality is 2,645 and sig. .010 <.05. The t-count is 10.915 with sig. .000 <.05. The results of the F sig test .000 <.05. then X1, X2, X3 together have an effect on the repurchase interest of Mojokerto Chocolate Plantation Cafe.

Keywords: Service Quality, Product Quality, Brand Trust, Repurchase Interest.

ABSTRAK

Dijelaskan penelitian ini memakai pendekatan kuantitatif deskriptif, jumlah sampel yakni 102 responden. Penelitian diambil dari seluruh konsu,men yang melakukan pembelian di Cafe kebun Coklat Mojokerto. Metode yang di pakai Non Probability Sampling, teknik Sampling Insidental, didapatkan t-hitung kualitas pelayanan sebesar 2,016 serta sig. ,047 < ,05. Didapatkan t-hitung kualitas produk 2,645 serta sig. ,010 < ,05. Didapatkan t-hitung kepercayaan merek 10,915 sig. ,000 < 0,05. Hasil uji F sig .000<0.05. maka secara bersama berpengaruh terhadap minat beli Kembali Cafe Kebun Coklat Mojokerto.

Kata Kunci: Kualitas Pelayanan, Kualitas Produk, Kepercayaan Merek, Minat Beli Kembali.