

ABSTRAK

Penelitian ini memiliki tujuan agar dapat mengetahui pengaruh Harga, Lokasi, *Word of Mouth* dan Kualitas Pelayanan terhadap Minat Beli Ulang pada Cafe Senewen Time Surabaya. Populasi dalam penelitian ini adalah konsumen di Cafe Senewen Time Surabaya dan diambil sampel sebanyak 110 responden. Teknik pengambilan sampel menggunakan *Accidental Sampling*. Data diambil menggunakan kuesioner yang disusun secara sistematis berisi beberapa pernyataan yang memenuhi syarat validitas dan reliabilitas. Analisis data menggunakan regresi linier berganda yang sebelumnya sudah dilakukan uji asumsi klasik dan telah memenuhi syarat. Hasil uji secara parsial menunjukkan bahwa Lokasi, *Word of Mouth* dan Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Minat Beli Ulang pada Cafe Senewen Time Surabaya sedangkan Harga berpengaruh negatif dan signifikan terhadap Minat Beli Ulang pada Cafe Senewen Time Surabaya dan hasil uji secara simultan menunjukkan bahwa Harga, Lokasi, *Word of Mouth* dan Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Minat Beli Ulang pada Cafe Senewen Time Surabaya.

Kata kunci: Harga, Lokasi, *Word Of Mouth*, Kualitas Pelayanan, Minat Beli Ulang

ABSTRACT

This study aims to determine the effect of Price, Location, Word of Mouth and Service Quality on Repurchase Interest at Cafe Senewen Time Surabaya. The population in this study were consumers at Cafe Senewen Time Surabaya and a sample of 110 respondents was taken. The sampling technique uses Accidental Sampling. The data were collected using a questionnaire that was arranged systematically containing several statements that met the validity and reliability requirements. Data analysis used multiple linear regression which previously tested the classical assumption and had met the requirements. The partial test results show that Location, Word of Mouth and Service Quality have a positive and significant effect on Repurchase Interest at Cafe Senewen Time Surabaya while Price has a negative and significant effect on Repurchase Interest at Cafe Senewen Time Surabaya and the test results simultaneously show that Price, Location, Word of Mouth and Service Quality have a positive and significant effect on Repurchase Interest at Cafe Senewen Time Surabaya.

Keywords: Price, Location, Word of Mouth, Service Quality, Repurchase Interest