

ABSTRAK

Penelitian ini bertujuan untuk menganalisis minat beli ulang produk minuman Jeniper di Kabupaten Kuningan. Variabel yang digunakan yaitu persepsi harga, reputasi merek, kualitas produk, *customer relationship marketing*, kepuasan konsumen, dan minat beli ulang. Jenis penelitian ini adalah penelitian survei. Jumlah responden yang digunakan sebanyak 145 orang. Teknik pengambilan sampel menggunakan *purposive sampling*. Kriterianya adalah konsumen yang pernah membeli dan mengkonsumsi produk minuman Jeniper di Kabupaten Kuningan dan berusia 17 tahun atau lebih. Metode pengambilan data menggunakan kuesioner. Hasil penelitian ini menunjukkan bahwa persepsi harga, reputasi merek, dan kualitas produk berpengaruh positif dan signifikan terhadap kepuasan konsumen, tetapi *customer relationship marketing* tidak berpengaruh terhadap kepuasan konsumen. Persepsi harga, reputasi merek, *customer relationship marketing*, dan kepuasan konsumen berpengaruh positif dan signifikan terhadap minat beli ulang, tetapi kualitas produk tidak berpengaruh terhadap minat beli ulang konsumen.

Kata kunci: persepsi harga, reputasi merek, kualitas produk, *customer relationship marketing*, kepuasan konsumen, dan minat beli ulang



ABSTRACT

The aims of this research is to analyze the purchase intention of buying Jeniper beverage products in Kuningan regency. The variables consists of the price perception, brand reputation, product quality, customer relationship marketing, consumer satisfaction, and repurchase intention. This research is a survey research involves 145 respondent. By using the purposive sampling as the sampling technique, the respondent have to be at least 17 years old and used to consume the beverage. This research result showed that the price perception, brand reputation, and product quality gave a significant positive effect to the customer satisfaction; meanwhile the customer relationship marketing had no effect on the customer satisfaction. In addition, price perception, brand reputation, customer relationship marketing, and customer satisfaction provided a significant positive effect to the repurchase intention.

Keyword: *price perception, brand reputation, product quality, customer relationship marketing, consumer satisfaction, and repurchase intention*

