

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *product diversity*, dan persepsi harga terhadap minat beli ulang pada toko *allief outdoor* dengan kepuasan sebagai variabel intervening. Populasi yang digunakan dalam penelitian ini pelanggan yang pernah membeli di toko *allief outdoor*. jumlah sampel yang digunakan dalam penelitian ini sebanyak 100 responden menggunakan teknik *non-probability sampling* berupa *purposive sampling*. Pengumpulan data dilakukan dengan penyebaran kuesioner melalui google form. Data yang diperoleh melalui kuesioner selanjutnya diolah dan dianalisis menggunakan *Partial Leas Square* (PLS) yang dioperasikan melalui SmartPLS 4. Hasil penelitian menunjukkan bahwa *product diversity* berpengaruh positif dan signifikan terhadap kepuasan; *product diversity* berpengaruh terhadap minat beli ulang; persepsi harga berpengaruh positif dan signifikan terhadap kepuasan; persepsi harga berpengaruh positif dan signifikan terhadap minat beli ulang; *product diversity* dan persepsi harga berpengaruh positif dan signifikan terhadap minat beli ulang melalui variabel intervening.

Kata Kunci: *Product Diversity*, Persepsi harga, Minat Beli Ulang, Kepuasan

### **ABSTRACT**

*This study aims to determine the effect of Product Diversit and price perception on repurchase interest in the Allief Outdoor store with satisfaction as an intervening variable. The population used in this study were customers who had purchased at the Allief Outdoor store. The number of samples used in this study was 100 respondents using a non-probability sampling technique in the form of purposive sampling. Data collection was carried out by distributing questionnaires via Google Form. The data obtained through the questionnaire were then processed and analyzed using Partial Leas Square (PLS) which was operated through SmartPLS 4. The results showed that product diversity had a positive and significant effect on satisfaction; Product diversity had an effect on repurchase interest; price perception had a positive and significant effect on satisfaction; price perception had a positive and significant effect on repurchase interest; Product diversity and price perception had a positive and significant effect on repurchase interest through intervening variables.*

*Keywords: Product Diversity, Price Perception, Repurchase Interest, Satisfaction*