

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk dan persepsi harga terhadap niat beli ulang produk *Fore Coffee* dengan kepuasan pelanggan sebagai variabel mediasi. Sampel dalam penelitian ini diambil dari konsumen *Fore Coffee* dengan menggunakan teknik purposive sampling, sehingga diperoleh sebanyak 100 responden sebagai sampel penelitian. Metode analisis yang digunakan adalah *Structural Equation Modeling* (SEM) dengan bantuan software SmartPLS 4.1. Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap kepuasan pelanggan serta berpengaruh positif dan signifikan terhadap niat beli ulang. Persepsi harga juga berpengaruh positif dan signifikan terhadap kepuasan pelanggan dan niat beli ulang. Selain itu, kepuasan pelanggan berpengaruh positif dan signifikan terhadap niat beli ulang serta mampu memediasi secara parsial hubungan antara kualitas produk dan persepsi harga terhadap niat beli ulang.

Kata kunci: Kualitas Produk, Persepsi Harga, Kepuasan Pelanggan, Niat Beli Ulang

ABSTRACT

This study aims to analyze the effect of product quality and price perception on repurchase intention of Fore Coffee products, with customer satisfaction as a mediating variable. The sample in this study was obtained from Fore Coffee consumers using a purposive sampling technique, resulting in 100 respondents as the research sample. The data analysis method used is Structural Equation Modeling (SEM) with the assistance of SmartPLS 4.1 software. The results show that product quality has a positive and significant effect on customer satisfaction and also has a positive and significant effect on repurchase intention. Price perception has a positive and significant effect on customer satisfaction and repurchase intention. In addition, customer satisfaction has a positive and significant effect on repurchase intention and is able to partially mediate the relationship between product quality and price perception on repurchase intention

Keywords: *Product Quality, Price Perception, Customer Satisfaction, Repurchase Intention*