

ABSTRAK**PENGARUH BRAND IMAGE, KUALITAS PRODUK, DAN HARGA
TERHADAP MINAT BELI ULANG IPHONE PADA MAHASISWA
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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh simultan *brand image*, kualitas produk dan harga terhadap minat beli ulang, (2) pengaruh *brand image* terhadap minat beli ulang, (3) pengaruh kualitas produk terhadap minat beli ulang, (4) pengaruh harga terhadap minat beli ulang. Populasi dalam penelitian ini adalah mahasiswa Fakultas Ekonomi Universitas Sanata Dharma. Teknik pengambilan sampel menggunakan *purposive sampling*, data diperoleh dengan membagikan kuesioner kepada 100 responden. Teknik analisis data dalam penelitian ini adalah deskriptif, regresi linier berganda, dan uji dominan. Analisis data dibantu dengan menggunakan program aplikasi IBM SPSS *Statistic 25*. Hasil penelitian menunjukkan bahwa: 1) *brand image*, kualitas produk dan harga secara simultan berpengaruh terhadap minat beli ulang, 2) *brand image* secara parsial berpengaruh terhadap minat beli ulang, 3) kualitas produk secara parsial berpengaruh terhadap minat beli ulang, 4) harga secara parsial berpengaruh terhadap minat beli ulang.

Kata kunci: *Brand Image*, Kualitas Produk, Harga, Minat Beli Ulang

ABSTRACT

THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY, AND PRICE ON REPURCHASE INTENTION OF IPHONE AMONG STUDENTS AT THE FACULTY OF ECONOMICS, SANATA DHARMA UNIVERSITY, YOGYAKARTA

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This research aims to determine: (1) the simultaneous influence of brand image, product quality, and price on repurchase intention, (2) the influence of brand image on repurchase intention, (3) the influence of product quality on repurchase intention, (4) the influence of price on repurchase intention. The population in this study consists of students from the Faculty of Economics at Sanata Dharma University. The sampling technique used is purposive sampling, and data were obtained by distributing questionnaires to 100 respondents. The data analysis technique in this research includes descriptive, multiple linear regression, and dominant test. Data analysis was assisted using the IBM SPSS Statistics 25 software. The results of the study indicate that: 1) brand image, product quality, and price simultaneously influenced repurchase intention, 2) brand image partially influenced repurchase intention, 3) product quality partially influenced repurchase intention, 4) price partially influenced repurchase intention.

Keywords: Brand Image, Product Quality, Price, Repurchase Intention.