

**PENGARUH *PERCEIVED QUALITY* DAN *BRAND REPUTATION* TERHADAP *REPURCHASE INTENTION*
(Survei pada reviewers Sepatu Bata di Aplikasi Shopee)**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat
Menempuh Ujian Sidang Sarjana Pendidikan
pada Program Studi Pendidikan Bisnis



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UNIVERSITAS PENDIDIKAN INDONESIA
2020

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana pada Fakultas Pendidikan Ekonomi dan Bisnis

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**PENGARUH *PERCEIVED QUALITY* DAN *BRAND REPUTATION*
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PERNYATAAN KEASLIAN ISI SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul dengan judul **“Pengaruh *Perceived Quality* dan *Reputation* Terhadap *Repurchase Intention*”** (Survei pada reviewers Sepatu Bata di Aplikasi Shopee), beserta seluruh isinya adalah benar-benar karya sendiri dan tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan

Atas pernyataan ini, siap menanggung resiko atau sanksi yang dijatuhkan apabila kemudian adanya pelanggaran terhadap etika keilmuan dalam skripsi ini, atau ada klaim dari pihak lain terhadap keaslian skripsi ini.

Bandung, Mei 2020
Yang Membuat Pernyataan

Audra Salsabila

ABSTRAK

Audra Salsabila (1601791), “**Pengaruh *Perceived Quality* dan *Reputation Terhadap Repurchase Intention*” (Survei pada reviewers Sepatu Bata di Aplikasi Shopee). Di Bawah Bimbingan Prof. Dr. H. Agus Rahayu, M.P. dan Dr. Bambang Widjajanta, MM**

Penjualan sepatu di Indonesia memberi setiap perusahaan peluang untuk mengembangkan bisnis kreatif untuk membuka pasar. Ini telah memungkinkan banyak merek alas kaki untuk dikembangkan di Indonesia. Perusahaan yang bergerak di industri sepatu tidak hanya merek domestik di pasar, tetapi juga beberapa merek asing yang telah berkembang di pasar Indonesia. Bahkan dengan masuknya berbagai merek asing, konsumen produk Indonesia sudah mulai lebih suka dan terbiasa memakai sepatu dari negara lain. Sepatu Bata Tbk adalah produsen alas kaki dan anggota dari Bata Footwear Organization (BSO). Perusahaan memproduksi berbagai alas kaki, yaitu sepatu kulit dan sandal, sepatu kanvas dan sepatu olahraga, tetapi penjualan telah turun dalam beberapa tahun terakhir dan minat pembelian kembali yang rendah adalah alasan untuk situasi ini. Penelitian ini bertujuan untuk menentukan deskripsi persepsi kualitas dan reputasi merek yang menggambarkan niat pembelian kembali Sepatu Bata. Jenis penelitian ini adalah deskriptif verifikatif. Metode yang digunakan adalah metode survei menggunakan teknik *purposive sampling*, dengan jumlah sampel 400 responden. Teknik analisis data yang digunakan adalah analisis jalur perangkat lunak Windows SPSS 22.0. Menurut hasil keseluruhan penelitian, nilai yang dihitung yang diperoleh dengan analisis jalur lebih besar dari nilai yang terdapat dalam tabel. Hal ini menandakan secara keseluruhan, *perceived quality* dan *brand reputation* memiliki dampak signifikan terhadap *repurchase intention*. Untuk meningkatkan *repurchase intention*, perusahaan harus selalu meningkatkan *perceived quality* yang baik dan memiliki *brand reputation* yang bijak. Sebagai faktor yang mempengaruhi utama, *Perceived quality* dan *brand reputation* terhadap *repurchase intention* harus tetap dikontrol langsung oleh perusahaan agar menciptakan hasil yang selaras dengan tujuan.

Kata Kunci : *Perceived quality, Brand Reputation, Repurchase Intention*

ABSTRACT

Audra Salsabila (1601791), "*The Influence of Quality and Reputation Perceptions on Repurchase Intention*" (*Survey on Shopee Application Bata Shoe Reviewers*). Under Guidance, Prof. Dr. H. Agus Rahayu, M.P. and Dr. Bambang Widjajanta, MM

Footwear sales in Indonesia gives each company the opportunity to develop creative business to open the market. This has allowed many brands of footwear to be developed in Indonesia. Companies engaged in shoe industry not only domestic brand in the market, but also some foreign brand that has been growing in the Indonesian market. Even with the influx of many foreign brands, consumer products Indonesia have started to like more and accustomed to wear the shoes of other countries. Sepatu Bata Tbk is a manufacturer of footwear and a member of Bata Footwear Organization (BSO). The company produces a variety of footwear, namely leather shoes and sandals, canvas shoes and sports shoes, but the sales have dropped in recent years and interest in the purchase of low returns is the reason for this situation. This study aims to determine the description of the perception of the quality and reputation of the brand that describes the intention of the repurchase of Shoes Brick. This type of research is descriptive verification. The method used is survey method using purposive sampling technique, a sample of 400 respondents. The data analysis technique used is path analysis software Windows SPSS 22.0. According to the results of the overall study, the calculated value obtained by the analysis of the path is greater than the calculated value contained in the table. This indicates the overall, perceived quality and brand reputation have significant impact on repurchase intention. To increase repurchase intention, the company should always improve the perceived quality and brand reputation wise. As factors which affect the main, Perceived quality and brand reputation against repurchase intention must be controlled directly by the company in order to create results aligned with your goals.

Keywords: *Perception Quality, Brand Reputation, Repurchase Intention*

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Audra Salsabila, 2020

PENGARUH PERCEIVED QUALITY DAN BRAND REPUTATION TERHADAP REPURCHASE INTENTION (SURVEI PADA REVIEWERS SEPATU BATA DI APLIKASI SHOPEE)

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