

ANALISIS PENGARUH KUALITAS PRODUK, KUALITAS PELAYANAN, SUASANA DAN PERSEPSI HARGA TERHADAP MINAT BELI ULANG KONSUMEN DI UKAFE HOTEL DAFAM FORTUNA SETURAN YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, kualitas pelayanan, suasana dan persepsi harga secara bersama-sama terhadap minat beli ulang konsumen pada Ukafe Dafam Fortuna Seturan. Jenis penelitian ini adalah penelitian kuantitatif. Teknik pengambilan sampel pada penelitian ini menggunakan *probability sampling* (populasi tidak diketahui), yaitu teknik pengambilan sampel yang tidak memberikan peluang atau kesempatan yang sama untuk dipilih menjadi sampel. Dikarenakan jumlah populasinya tidak diketahui secara pasti, maka untuk menentukan besarnya sampel digunakan rumus dari *Machin* dan *Campbell*. Berdasarkan pertimbangan bahwa nilai r terendah yang diperoleh melalui penulisan ini adalah $r = 0,30$; $\alpha = 0,05$ pada pengujian dua arah dan $\beta = 0,05$ maka diperoleh n (minimum) = 134. Jadi, sampel dalam penelitian ini adalah 134 orang. Pengujian dilakukan dengan uji regresi. Hasil penelitian menunjukkan bahwa Kualitas Makanan berpengaruh positif dan signifikan terhadap Minat Beli Ulang pelanggan di Ukafe Dafam Fortuna Seturan nilai signifikansi sebesar $0.039 < 0,05$; Kualitas Layanan berpengaruh positif dan signifikan terhadap Minat Beli Ulang pelanggan di Ukafe Dafam Fortuna Seturan dengan nilai signifikansi sebesar $0.015 < 0,05$; Suasana berpengaruh positif dan signifikan terhadap Minat Beli Ulang pelanggan di Ukafe Dafam Fortuna Seturan dengan nilai signifikansi sebesar $0.000 < 0,05$.; dan Persepsi Harga berpengaruh positif dan signifikan terhadap Minat Beli Ulang pelanggan di Ukafe Dafam Fortuna Seturan dengan nilai signifikansi sebesar $0.024 < 0,05$.

Kata Kunci: *Kualitas Produk, Kualitas Makanan, Kualitas Pelayanan, Suasana, Persepsi Harga, Minat Beli Ulang*

**AN ANALYSIS OF IMPACTS OF PRODUCT QUALITY, SERVICE
QUALITY, ATMOSPHERE, AND PRICING PERCEPTION TO COSTUMER
REPURCHASE OF UKAFE HOTEL DAFAM FORTUNA SETURAN
YOGYAKARTA**

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Abstract

This research aimed to understand the effect of Product Quality, Service Quality, Atmosphere and Price Perception on Consumer Repurchase Interest in Ukafe Dafam Fortuna Seturan. This type of research was a survey research. The sampling technique in this study used Probability sampling (with unknown population), define as a sampling technique that didn't provide the same opportunity or opportunity to be selected sample. Because the total population was unknown, the size of the sample determined by the formula of Machin and Campbell. Based on the consideration that the lowest r value obtained through this research is $r = 0.30$; $\alpha = 0.05$ in two-way testing and $\beta = 0.05$, it was concluded that n (minimum) = 134. It was decided that the sample in this study was 134 people. The results showed that Food Quality had a positive and significant effect on Repurchase Interest of customers at Ukafe Dafam Fortuna Seturan with a significance value of $0.039 < 0.05$; Service Quality had a positive and significant effect on customer Repurchase Interest in Ukafe Dafam Fortuna Seturan with a significance value of $0.015 < 0.05$; The atmosphere had a positive and significant effect on customer Repurchase Interest in Ukafe Dafam Fortuna Seturan with a significance value of $0,000 < 0.05$; and Price Perception had a positive and significant effect on customer Repurchase Interest in Ukafe Dafam Fortuna Seturan with a significance value of $0.024 < 0.05$.

Keywords : *Product Quality , Food Quality, Service Quality, Atmosphere, Price Perception, Repurchase Interest.*