

ABSTRAK

Penelitian ini dilakukan untuk menguji faktor-faktor yang dapat memengaruhi niat beli ulang pada konsumen Teh Botol Sosro. Secara spesifik, penelitian ini menguji pengaruh kualitas produk, citra merek, ketersediaan produk pada kepuasan produk, selanjutnya menguji pula pengaruh kualitas produk, citra merek dan upaya promosi terhadap persepsi nilai dan terakhir menguji pengaruh upaya promosi, kepuasan produk dan persepsi nilai terhadap niat beli ulang konsumen produk Teh Botol Sosro. Strategi riset yang digunakan adalah pendekatan kuantitatif dengan metode survei yang alat ukurnya menggunakan kuisioner. Pengambilan sampel dilakukan dengan menggunakan teknik *non probability sampling* dengan metode *purposive sampling*. Sampel yang digunakan sebanyak 300 responden dengan kriteria responden adalah konsumen Teh Botol Sosro yang berdomisili di seluruh Indonesia, memiliki pengalaman konsumsi Teh Botol Sosro dalam 4 bulan terakhir dan berumur 17 hingga 75 tahun. Metode analisis pengolahan data dilakukan dengan PLS-SEM menggunakan perangkat lunak SMART- PLS 3.0. Hasil pada penelitian ini menunjukkan bahwa kualitas produk, citra merek, ketersediaan produk berpengaruh positif terhadap kepuasan produk, selain itu kualitas produk, citra merek dan upaya promosi berpengaruh positif terhadap persepsi nilai. Hingga kemudian upaya promosi, kepuasan produk dan persepsi nilai berpengaruh positif terhadap niat beli ulang Teh Botol Sosro.

Kata Kunci: Kualitas Produk, Citra Merek, Ketersediaan Produk, Upaya Promosi, Kepuasan Produk, Persepsi Nilai, Niat Beli Ulang, Produk Minuman Teh Dalam kemasan, Teh Botol Sosro

ABSTRACT

This research was conducted to examine the factors that influenced the repurchase intention among the consumers of *Teh Botol Sosro*. Specifically, this research examined the influence of product quality, brand image, product availability on product satisfaction. Then, the influence of product quality, brand image, and promotional efforts on perceived value was examined. Finally, this research tested the influence of promotional efforts, product satisfaction, and perceived value on repurchase intentions among the consumers of *Teh Botol Sosro*. The research strategy used was a quantitative approach with a survey method which the measuring tool was a questionnaire. The sampling was implemented by using non-probability sampling techniques with a purposive sampling method. The samples were 300 respondents by respondent criteria of being *Teh Botol Sosro* consumers who live in Indonesia, consuming *Teh Botol Sosro* in the last 4 months, and having age from 17 to 75 years old. The data processing analysis method was performed by PLS-SEM using SMART-PLS 3.0 software. The results of this research showed that product quality, brand image, and product availability have a positive impact on product satisfaction. Besides, product quality, brand image, and promotional efforts have a positive impact on perceived value. Hence, promotional efforts, product satisfaction, and perceived value have a positive impact on the intention to repurchase *Teh Botol Sosro*.

Keywords: Product Quality, Brand Image, Product Availability, Promotional Effort, Product Satisfaction, Perceived Value, Repurchase Intention, Packaged Tea Drink Product, *Teh Botol Sosro*