

## INTISARI

Penelitian ini bertujuan untuk mengidentifikasi Pengaruh Preferensi Merek, Persepsi Kualitas, Persepsi Harga dan Kepuasan Pelanggan Terhadap Minat Beli ulang shampo sunsilk Hijab di Universitas Muhammadiyah Yogyakarta. data diambil dari dari sampel sebanyak 170 responden yang dipilih dengan menggunakan teknik pengumpulan data *non probability sampling* dan *purposive sampling*. Alat analisis yang digunakan adalah metode analisis regresi linier berganda dan menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, uji T, uji F, serta koefisien determinasi.

Berdasarkan analisis yang telah dilakukan diperoleh bahwa: (1) Preferensi merek, persepsi kualitas, persepsi harga dan kepuasan pelanggan berpengaruh secara simultan terhadap minat beli ulang shampo sunsilk hijab (2) preferensi merek berpengaruh positif dan signifikan terhadap minat beli ulang shampo sunsilk hijab. (3) Persepsi Kualitas berpengaruh positif dan signifikan terhadap minat beli ulang shampo sunsilk hijab. (4) persepsi harga berpengaruh positif dan tidak signifikan terhadap minat beli ulang shampo sunsilk hijab. (5) kepuasan pelanggan berpengaruh positif dan signifikan terhadap minat beli ulang shampo sunsilk hijab.

**Kata Kunci** : Preferensi merek, persepsi kualitas, persepsi harga, kepuasan pelanggan, dan minat beli ulang

## **ABSTRACT**

*The aims of this research are to identify the influence of brand preference, quality perception, price perception and customers satisfaction on rebuying interest of sunsilk hijab shampoo in muhammadiyah university of yogyakarta. This data was obtained from 170 respondent and the method of this data collection technique are non probably saampling and purposive sampling. Analysis tools of this research using multiple linear regression analysis method, using validity test, reability test, classic assumption test, T test, F test, and coefficient of determination.*

*Based on on the result of this analysis showed (1) Brand preference, quality perception, price perception and customers satisfaction has simultaneously effect toward customers rebuying interest of sunsilk hijab shampoo (2) Brand preference has positive and significant effect toward customers rebuying interest of sunsilk hijab shampoo (3) Quality perception has positive and significant effect toward customers rebuying interest of sunsilk hijab shampoo (4) Price perception has positive and significant effect toward customers rebuying interest of sunsilk hijab shampoo (5) Customers statisfication has positive and significant effect toward customers rebuying interest of sunsilk hijab shampoo.*

*Keyword : Brand preference, quality perseption, price perseption, customers statisfication and rebuying interest.*