

## ABSTRAK

Fakultas Ekonomi dan Bisnis  
Program Studi S-1 Manajemen

2022

Reza Al Wafi

120.2018.186.

**Pengaruh Kualitas Produk, Persepsi Harga, *Store Atmosphere*, dan *Word Of Mouth* Terhadap Minat Beli Ulang Konsumen Pada Numani Kopi Dalam Perspektif Islam (Studi Kasus Pada Konsumen Numani Kopi Di Wilayah DKI Jakarta)**

145 halaman + 19 tabel + 5 gambar dan 2 lampiran

### Abstrak

Penelitian ini bertujuan untuk mengetahui Pengaruh Kualitas Produk, Persepsi Harga, *Store Atmosphere*, dan *Word Of Mouth* Terhadap Minat Beli Ulang Konsumen Pada Numani Kopi Dalam Perspektif Islam (Studi Kasus Pada Konsumen Numani Kopi Di Wilayah DKI Jakarta). Sampel dalam penelitian ini adalah 125 pengunjung Numani Kopi yang berdomisili di DKI Jakarta. Data dikumpulkan dengan menggunakan metode survei dengan instrument kuesioner. Metode analisis data yang digunakan yaitu Partial Last Square Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa (1) kualitas produk berpengaruh positif dan signifikan terhadap minat beli ulang (2) persepsi harga berpengaruh positif dan signifikan terhadap minat beli ulang (3) *store atmosphere* berpengaruh positif dan signifikan terhadap minat beli ulang (4) *word of mouth* berpengaruh positif dan signifikan terhadap minat beli ulang (5) kualitas produk, persepsi harga, *store atmosphere*, dan *word of mouth* dapat dijadikan model yang berpengaruh terhadap minat beli ulang. Dalam perspektif Islam, minat beli ulang yaitu tidak melarang manusia untuk memenuhi kebutuhan ataupun keinginannya. Semua yang ada di bumi ini diciptakan untuk kepentingan manusia, namun manusia diperintahkan untuk mengonsumsi barang atau jasa yang halal dan baik saja secara wajar, tidak berlebihan, dan sesuai dengan syariat Islam.

**Kata kunci:** Kualitas Produk, Persepsi Harga, *Store Atmosphere*, *Word Of Mouth*, Minat Beli Ulang, Numani Kopi

## **ABSTRACT**

*Faculty of Economics and Business*

*S-1 Management Study Program*

**2022**

**Reza Al Wafi**

**120.2018.186**

*The Influence of Product Quality, Price Perception, Store Atmosphere, and Word Of Mouth on Consumer Repurchase Interest in Numani Kopi in an Islamic Perspective (Case Study on Numani Kopi Consumers in the DKI Jakarta Region)*

*145 pages + 19 tables + 5 pictures and 2 attachments*

### **Abstract**

*This study aims to determine the effect of product quality, price perception, store atmosphere, and word of mouth on consumer repurchase interest in Numani Kopi in an Islamic perspective (a case study on consumers of Numani Kopi in the DKI Jakarta area). The sample in this study were 125 visitors to Numani Kopi who live in DKI Jakarta. Data were collected using a survey method with a questionnaire instrument. The data analysis method used is Partial Least Square Structural Equation Modeling (PLS-SEM). The results showed that (1) product quality had a positive and significant effect on repurchase interest (2) price perception had a positive and significant effect on repurchase interest (3) store atmosphere had a positive and significant effect on repurchase interest (4) word of mouth had a positive effect and significant to repurchase interest (5) product quality, price perception, store atmosphere, and word of mouth can be used as models that influence repurchase interest. In the Islamic perspective, repurchase interest is not prohibiting humans from fulfilling their needs or desires. Everything on this earth was created for the benefit of humans, but humans are ordered to consume halal and good goods or services fairly, not excessively, and in accordance with Islamic law.*

**Keywords:** *Product Quality, Price Perception, Store Atmosphere, Word Of Mouth, Repurchase Interest, Numani Kopi*