

## Analisis pengaruh product attribute beliefs terhadap customer perceived value dan repurchase intention = Effect of product attribute beliefs towards customer perceived value and repurchase intention

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### Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh product attribute beliefs content sensory attribute beliefs, packaging and branding attribute beliefs, functional attribute beliefs terhadap repurchase intention dengan dimediasi oleh customer perceived value hedonic utilitarian value. Metode penelitian yang dipakai dalam penelitian ini adalah metode kuantitatif. Metode sampling dalam penelitian ini adalah tipe non-probabilistic sampling yaitu convenience sampling. Penelitian dilakukan dengan single cross-sectional yaitu pengambilan data dilakukan satu kali periode pengambilan informasi. Pembagian kuesioner dilakukan dengan cara offline, dimana peneliti menyebarkan secara langsung kuesioner tercetak kepada responden yang memiliki domisili di Jabodetabek, berusia minimal 17 tahun, pernah membeli dan mengonsumsi kopi siap minum kemasan botol plastik maksimal 1 bulan lalu terhitung saat kuesioner dibagikan. Kuesioner yang diberikan diisi sendiri oleh para responden self-administered. Metode analisis data menggunakan Structural Equation Modelling SEM. Hasil dari penelitian ini menunjukkan bahwa terdapat pengaruh product attribute beliefs content sensory attribute beliefs, packaging and branding attribute beliefs, functional attribute beliefs terhadap repurchase intention dengan dimediasi oleh customer perceived value hedonic utilitarian value. Temuan menyatakan bahwa konsumen dari kopi siap minum RTD membentuk persepsi utilitarian value adalah melalui packaging and branding dan content functional attribute beliefs, sedangkan persepsi hedonic value dibentuk melalui content sensory, packaging and branding, dan content functional attribute beliefs. Kemudian penelitian juga menunjukkan bahwa utilitarian value dan hedonic value terbukti mempengaruhi konsumen dalam repurchase intention.

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The purpose of this research is to analyze effect of product attribute beliefs towards customer perceived value and repurchase intention. The research method used in this research is quantitative method. The sampling method is non probabilistic sampling specifically convenience sampling. The study was conducted with a single cross sectional. Distribution of the questionnaire done by offline, where researchers spread directly printed questionnaires to respondents who have a domicile in Jabodetabek, aged at least 17 years, ever buy and consume ready to drink coffee in plastic bottles with maximum consumption in the last 1 month since the questionnaire was distributed. Questionnaires was filled by respondents self administered. Data were analyzed with Structural Equation Modelling SEM. The findings indicate that consumer of ready to drink coffee form utilitarian perceptions through packaging branding and content functional attribute belief, and hedonic perceptions through content sensory, packaging and branding, and content functional attribute beliefs. The findings further reveal that utilitarian value and hedonic value are proven to effect consumer repurchase intention.