

Pengaruh relationship quality terhadap repurchase intention konsumen sepatu olahraga Nike di gerai Kota Kasablanka, Jakarta Selatan = The effect of relationship quality on repurchase intention of Nike sport shoes consumers in Kota Kasablanka outlet, South Jakarta

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Abstrak

ABSTRACT

Penelitian ini menguji pengaruh relationship quality terhadap repurchase intention konsumen sepatu olahraga Nike di gerai Kota Kasablanka, Jakarta Selatan. Dimensi relationship quality yang digunakan adalah customer trust, customer commitment dan customer satisfaction. Penelitian ini menggunakan pendekatan kuantitatif, dan data penelitian dikumpulkan melalui survei dengan menyebarkan kuesioner kepada 100 orang responden yang merupakan konsumen sepatu olahraga Nike di Gerai Kota Kasablanka, Jakarta Selatan. Teknik analisis yang digunakan adalah regresi linear dan regresi berganda. Hasil penelitian menunjukkan bahwa relationship quality memiliki pengaruh yang signifikan dan kuat terhadap repurchase intention dan dimensi customer commitment adalah dimensi yang paling dominan mempengaruhi repurchase intention.

ABSTRACT

This study examines the effect of relationship quality on repurchase intention of Nike sports shoes consumer in Kota Kasablanka, South Jakarta. The dimensions of relationship quality used are customer trust, customer commitment and customer satisfaction. This study used a quantitative approach, and the research data was collected through a survey by distributing questionnaires to 100 respondents who were consumers of Nike sports shoes at Kota Kasablanka Outlet, South Jakarta. The analysis technique used is linear regression and multiple regression. The results showed that relationship quality has a significant and strong influence on repurchase intention and customer commitment dimension is the most dominant dimension affect repurchase intention.