

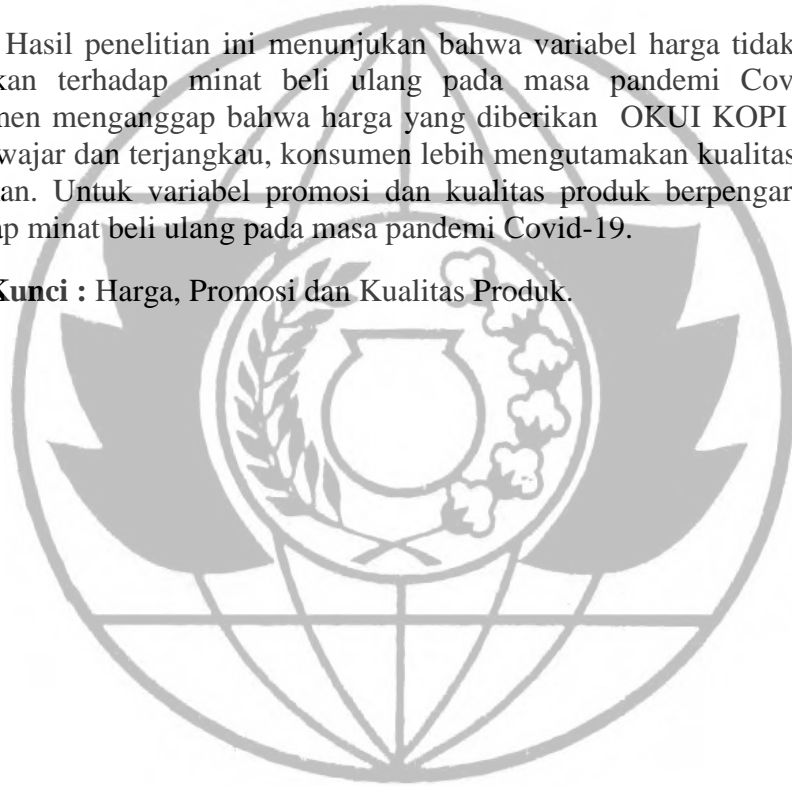
## ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan mengetahui pengaruh Harga, Promosi dan Kualitas Produk terhadap Minat Beli Ulang di Masa Pandemi Covid-19 (Studi Pada Konsumen OKUI KOPI 3.0 Surabaya).

Jenis penelitian adalah penelitian kuantitatif. Sampel penelitian menggunakan teknik *purposive sampling*. Populasi yang digunakan dalam penelitian ini sebanyak 100 responden yang berkunjung dan melakukan pembelian pada *coffee shop* OKUI KOPI 3.0 Surabaya. Teknik analisis yang digunakan adalah regresi linear berganda.

Hasil penelitian ini menunjukkan bahwa variabel harga tidak berpengaruh signifikan terhadap minat beli ulang pada masa pandemi Covid-19 karena konsumen menganggap bahwa harga yang diberikan OKUI KOPI 3.0 Surabaya masih wajar dan terjangkau, konsumen lebih mengutamakan kualitas produk yang diberikan. Untuk variabel promosi dan kualitas produk berpengaruh signifikan terhadap minat beli ulang pada masa pandemi Covid-19.

**Kata Kunci :** Harga, Promosi dan Kualitas Produk.



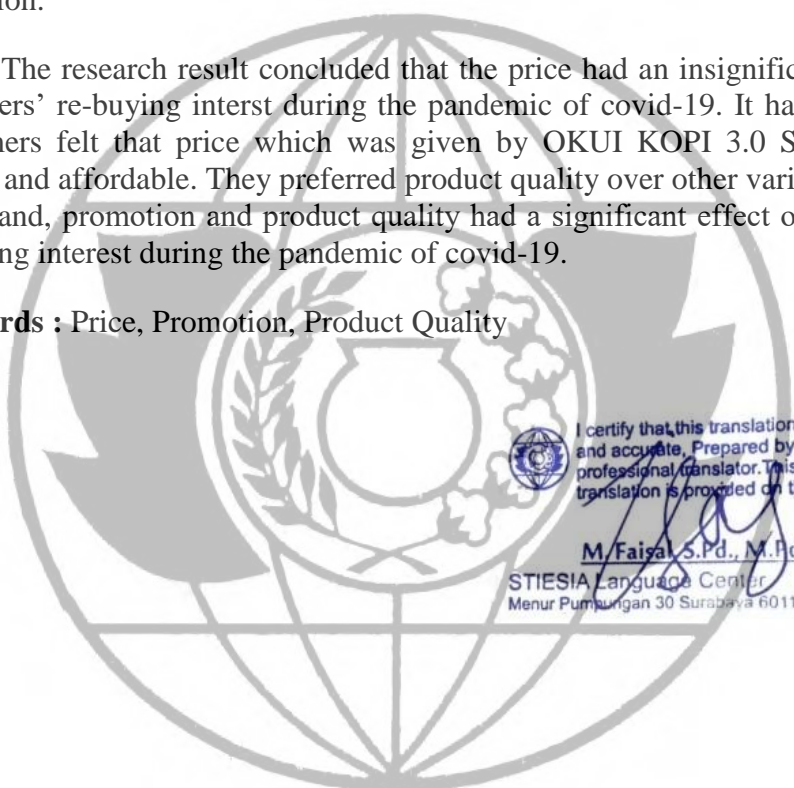
## ASBTRACT

This research aimed to analyze and find out the effect of price, promotion and product quality customers' re-buying interest during the pandemic of covid-19 (A Study at Consumers of OKUI KOPI 3.0 Surabaya).

The reserach was quantitative research. Moreover, the population was 100 respondents who fulfilled the criteria of the sample. The respondents were the ones who visited and had bought product at the coffe shop OKUI KOPI 3.0 Surabaya. Furthermore, the data analysis technique used multiple linear regression.

The research result concluded that the price had an insignificant effect on customers' re-buying interst during the pandemic of covid-19. It happened since consumers felt that price which was given by OKUI KOPI 3.0 Surabaya was normal and affordable. They preferred product quality over other variables. On the other hand, promotion and product quality had a significant effect on customers' re-byuing interest during the pandemic of covid-19.

**Keywords :** Price, Promotion, Product Quality



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