

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis minat beli ulang konsumen sepatu basket merek Nike di Kota Bandung apabila ditinjau dari kualitas produk dan harga produk Nike.

Penelitian ini dilaksanakan di Kota Bandung pada bulan Oktober 2020 – Maret 2021. Populasi pada penelitian ini kepada konsumen yang pernah membeli dan memiliki sepatu basket merek Nike. Pengumpulan data dilakukan dengan cara observasi (pengamatan) dan membagikan angket kepada 100 responden dengan menggunakan *Google Form*. Teknik Analisis data yang digunakan pada penelitian ini yaitu Teknik Statistik Inferensial, *Method of Successive Interval* (MSI), dan Uji Hipotesis Asosiatif.

Berdasarkan hasil data dalam penelitian ini menunjukkan hasil bahwa kualitas produk berpengaruh secara signifikan terhadap minat beli ulang sebesar 65,8%. Adapun hasil yang menunjukkan bahwa harga berpengaruh secara signifikan terhadap minat beli ulang sebesar 60,4%. Selanjutnya hasil data menunjukkan ada berpengaruh secara simultan antara kualitas produk dan harga terhadap minat beli ulang sebesar 72,8%.

**Kata Kunci : Kualitas Produk, Harga, Minat Beli Ulang**

## ***ABSTRACT***

*This study aims to analyze the repurchase interest of consumers of Nike brand basket shoes in Bandung in terms of product quality and price of Nike products.*

*This research was conducted in the city of Bandung in October 2020 - March 2021. The research in this study was conducted for consumers who have bought and owned Nike basketball shoes. Data collection was carried out by means of observation (observation) and distributing questionnaires to 100 respondents using Google Forms. The data analysis techniques used in this study were the Inferential Statistical Technique, the Method of Successive Interval (MSI), and the Associative Hypothesis Test.*

*Based on the results of the data in this study, it shows that the product quality has a significant effect on repurchase interest by 65.8%. The results showed that the price had a significant effect on repurchase interest by 60.4%. Furthermore, the results of the data show that there is a silmutan effect between product quality and price on repurchase interest of 72.8%.*

***Keywords: Product Quality, Price, Repurchase Interest***