

ABSTRAK

Irfan Hafizi, NIM : 7213510061 ‘ ‘ Pengaruh Gaya Hidup, *Brand Image* dan Harga Terhadap *Repurchase Intention* di Starbucks Sun Plaza Medan”

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh gaya hidup, brand image, dan harga terhadap repurchase intention pada konsumen Starbucks Sun Plaza Medan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada konsumen yang pernah melakukan pembelian ulang. Teknik pengambilan sampel menggunakan metode purposive sampling dengan jumlah responden sebanyak 100 orang. Metode analisis data yang digunakan adalah analisis regresi linier berganda dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa secara parsial gaya hidup berpengaruh positif dan signifikan terhadap repurchase intention, brand image berpengaruh positif dan signifikan terhadap repurchase intention, dan harga berpengaruh positif dan signifikan terhadap repurchase intention. Secara simultan gaya hidup, brand image, dan berpengaruh positif dan signifikan terhadap repurchase intention. Nilai koefisien determinasi menunjukkan bahwa variabel gaya hidup, brand image, dan harga mampu menjelaskan repurchase intention, sedangkan sisanya dijelaskan oleh variabel lain di luar model penelitian. Berdasarkan hasil penelitian dapat disimpulkan bahwa peningkatan repurchase intention konsumen Starbucks Sun Plaza Medan dipengaruhi oleh gaya hidup konsumen, citra merek yang kuat, serta harga yang sesuai dengan persepsi konsumen. Oleh karena itu, perusahaan disarankan untuk mempertahankan citra merek, menyesuaikan strategi harga, dan memahami gaya hidup konsumen guna meningkatkan minat pembelian ulang.

Kata kunci: Gaya hidup, *Brand image*, Harga, *Repurchase intention*.

ABSTRACT

Irfan Hafizi, NIM : 7313510061 “ The Influence of Lifestyle, Brand Image, and Price on Repurchase Intention at Starbucks Sun Plaza Medan”

This study aims to determine and analyze the influence of lifestyle, brand image, and price on repurchase intention among consumers of Starbucks Sun Plaza Medan. This research employed a quantitative approach using a survey method by distributing questionnaires to consumers who had made repeat purchases. The sampling technique used was purposive sampling with a total of 100 respondents. The data analysis method applied was multiple linear regression analysis with the assistance of the SPSS program. The results showed that partially, lifestyle has a positive and significant effect on repurchase intention, brand image has a positive and significant effect on repurchase intention, and price has a positive and significant effect on repurchase intention. Simultaneously, lifestyle, brand image, and price have a positive and significant effect on repurchase intention. The coefficient of determination indicates that the variables of lifestyle, brand image, and price are able to explain repurchase intention, while the remaining portion is explained by other variables outside the research model. Based on the results of the study, it can be concluded that the increase in consumers' repurchase intention at Starbucks Sun Plaza Medan is influenced by consumers' lifestyle, a strong brand image, and prices that are in accordance with consumer perceptions. Therefore, the company is advised to maintain its brand image, adjust its pricing strategy, and understand consumer lifestyles in order to increase repurchase intention.

Keywords: Lifestyle, Brand Image, Price, Repurchase Intention.