

**PENGARUH HARGA DISKON DAN KUALITAS PRODUK TERHADAP MINAT PEMBELIAN  
ULANG PADA PRODUK *FASHION* (INDITEX) DI PT MITRA ADIPERKASA, TBK.**

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**ABSTRAK**

Penelitian ini membahas pengaruh harga diskon dan kualitas produk terhadap minat pembelian ulang produk *fashion* grup inditex di PT Mitra Adiperkasa Tbk. Selain itu bertujuan untuk mengetahui apakah ada pengaruh antara harga diskon dan kualitas produk terhadap minat pembelian ulang produk *fashion* grup inditex di PT Mitra Adiperkasa Tbk. Penelitian ini menggunakan pendekatan kuantitatif dengan menjelaskan dua variabel independen dan satu variabel dependen. Data diperoleh melalui penyebaran kuesioner kepada 214 masyarakat Jabodetabek dengan menggunakan teknik *convenience sampling method*. Hasil penelitian ini menunjukkan bahwa harga diskon memiliki pengaruh terhadap minat pembelian ulang sebesar 26% dan kualitas produk memiliki pengaruh terhadap minat pembelian ulang sebesar 46.7%.

Kata kunci: *harga diskon, kualitas produk, minat pembelian ulang, Fashion Inditex*

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**THE EFFECTS OF DISCOUNT PRICE AND PRODUCT QUALITY ON FASHION (INDITEX)  
PRODUCT IN PT MITRA ADIPERKASA, TBK.**

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**ABSTRACT**

*This research discusses the effect of price discount and product quality towards repurchase intention of fashion (inditex) product in PT Mitra Adiperkasa, Tbk. In additions aims to determine whether there is influence between the discounted price and product quality to repurchase intention on fashion (inditex) products in PT Mitra Adiperkasa, Tbk. This research uses a quantitative approach by explaining two independent variables and one dependent variable. Data obtained by distributing questionnaires to 214 respondents in Jabodetabek area using the technique convenience sampling method. The results which were analyzed by using simple and multiple linear regression showed that discount price has positive and significant effect on repurchase intention as much as 26% and product quality has positive and significant effect on repurchase intention too as much as 46.7%.*

*Key words: discount price, product quality, repurchase intention, Fashion Inditex*

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