

ABSTRACT

The Influence of Price, Product Quality, Service Quality, Brand Image and E-WOM on Repeat Purchase Decisions (Study of Online Purchases at Organicbox)

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This research aims to determine the influence of price, product quality, service quality, brand image and E-WOM on purchasing decisions. Customers at the Organocbox store were used as samples in this research with the criteria of male and female customers who had purchased products at Organicbox more than twice, totaling 140 customers. The research method used is a quantitative method with data collection through questionnaires. This research uses a multiple linear analysis method which is processed with the help of IBM SPSS 26 software. The results of the research show that price, product quality, service quality and E-WOM have a significant effect on repeat purchase decisions. Meanwhile, Brand Image does not have a significant effect on Repurchase Decisions.

Keywords: Price, Product Quality, Service Quality, Brand Image, E-WOM