

ABSTRACT

This research was conducted to determine the condition and the effect of Product Quality and Price on Repurchase Decisions (Survey on Consumers of Benings Skincare Products with the Issue of Blue E-ticket Reviews on Shopee E-commerce). The research population was Benings skincare customers, with the sample selected using purposive sampling, resulting in 100 customers who met the sample criteria. The analytical approach used was quantitative, analyzed descriptively and verifiably using multiple linear regression. The results of the descriptive hypothesis testing showed that product quality was still considered to be of relatively low quality, with an average score of 2.63, while price had an average score of 2.78, meaning it was considered less appropriate. The results of the verifiable hypothesis testing simultaneously showed that there was a significant influence of product quality and price, amounting to 59%, on repurchase decisions, with the largest contribution coming from price at 40% and product quality at 18.9%.

Keyword : Product Quality, Price, Repurchase Decision