

PENGARUH CUSTOMER PERCEIVED VALUE DAN CUSTOMER SERVICE QUALITY TERHADAP REPURCHASE INTENTION PRODUK NIKE PADA GENERASI Z DI KOTA YOGYAKARTA

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ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh Customer Perceived Value dan Customer Service Quality terhadap Repurchase Intention pada konsumen produk Nike di kalangan Generasi Z di Kota Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei dan melibatkan 150 responden yang ditentukan melalui teknik non-probability sampling, sementara analisis data dilakukan menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa secara simultan Customer Perceived Value dan Customer Service Quality berpengaruh signifikan terhadap Repurchase Intention. Secara parsial, Customer Service Quality berpengaruh positif dan signifikan, sedangkan Customer Perceived Value berpengaruh negatif signifikan terhadap Repurchase Intention. Temuan ini mengindikasikan bahwa persepsi nilai yang dibentuk konsumen Gen Z terhadap produk Nike belum sepenuhnya sesuai dengan ekspektasi mereka, sementara kualitas pelayanan menjadi faktor yang lebih dominan dalam meningkatkan niat beli. Penelitian ini memberikan implikasi bagi perusahaan untuk memprioritaskan peningkatan kualitas layanan serta melakukan evaluasi terhadap strategi penciptaan nilai pelanggan.

Kata kunci: Customer Perceived Value, Customer Service Quality, Repurchase Intention, Generasi Z, Nike

Abstract

This study aims to analyze the influence of Customer Perceived Value and Customer Service Quality on Repurchase Intention among Generation Z consumers of Nike products in Yogyakarta City. This research employs a quantitative approach using a survey method and involves 10 respondents selected through non-probability sampling, while the data were analyzed using multiple linear regression. The findings indicate that Customer Perceived Value and Customer Service Quality simultaneously have a significant effect on Repurchase Intention. Partially, Customer Service Quality has a positive and significant effect, whereas Customer

Perceived Value has a negative significant effect on Repurchase Intention. These results suggest that the value perceived by Gen Z consumers toward Nike products has not fully aligned with their expectations, while service quality plays a more dominant role in increasing Repurchase intention. This study provides implications for companies to prioritize improvements in service quality and evaluate their customer value creation strategie.

Keywords: Customer Perceived Value, Customer Service Quality, Repurchase Intention, Generasi Z, Nike

