

**ANALISIS PENGARUH CITA RASA, HARGA DAN LOKASI TERHADAP  
MINAT BELI ULANG SEBLAK MELALUI *CUSTOMER VALUE*  
SEBAGAI VARIABEL INTERVENING  
(Studi Pada Konsumen Seblak Borneo Foodie Chrispy  
Banana di Kota Pontianak)**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui Cita Rasa, Harga, dan Lokasi terhadap Minat Beli Ulang Seblak melalui *Customer Value* sebagai variabel *intervening* (Studi Pada Konsumen Seblak Borneo Foodie Chrispy banana di Kota Pontianak). Penelitian ini terdiri dari variabel *independen* yaitu cita rasa, harga dan lokasi, variabel *intervening* yaitu *customer value* dan variabel dependen yaitu minat beli ulang. Jenis penelitian yang digunakan merupakan penelitian kuantitatif dalam bentuk kausal, sedangkan teknik pengumpulan data menggunakan kuesioner. Sampel yang diambil berjumlah 100 responden. Pengambilan sampel penelitian ini menggunakan teknik *purposive sampling* dengan alat analisis yang digunakan adalah analisis jalur (*path analysis*). Hasil penelitian menunjukkan bahwa variabel Cita Rasa berpengaruh signifikan terhadap *Customer Value*, Harga berpengaruh signifikan terhadap *Customer Value*, Lokasi berpengaruh signifikan terhadap *Customer Value*, *Customer Value* berpengaruh signifikan terhadap Minat Beli Ulang Seblak Borneo Foodie Chrispy Banana, Cita Rasa berpengaruh signifikan terhadap Minat Beli Ulang, Harga berpengaruh signifikan terhadap Minat Beli Ulang, Lokasi berpengaruh signifikan terhadap Minat Beli Ulang, Cita Rasa berpengaruh signifikan terhadap Minat Beli Ulang melalui *Customer Value* yang memediasi, Harga berpengaruh signifikan terhadap Minat Beli Ulang melalui *Customer Value* yang memediasi, Lokasi berpengaruh terhadap Minat Beli Ulang melalui *Customer Value* memediasi

**Kata Kunci : Cita Rasa, Harga, Lokasi, *Customer Value*, Minat Beli Ulang**

**ANALYSIS OF THE INFLUENCE OF TASTE, PRICE AND  
LOCATION ON INTEREST TO BUY SEBLAK  
THROUGH *CUSTOMER VALUE* AS AN INTERVENING VARIABLE  
(Study on Consumers of Seblak Borneo Foodie Chrispy  
Banana in Pontianak City)**

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**ABSTRACT**

This study aims to determine Taste, Price, and Location of Seblak Repurchase Interest through *Customer Value* as a variable *intervening* (Study on Consumers of Seblak Borneo Foodie Chrispy Banana in Pontianak City). This study consists of variables *independent* namely taste, price and location, variables *intervening* that is *customer value* and the dependent variable, namely repurchase intention. The type of research used is quantitative research in a causal form, while the data collection technique uses a questionnaire. The samples taken amounted to 100 respondents. Sampling of this study using the technique *purposive sampling* with the analytical tool used is path analysis (*path analysis*). The results showed that the Taste variable had a significant effect on *Customer Value*, Price has a significant effect on *Customer Value*, Location has a significant effect on *Customer Value*, *Customer Value* significant effect on Repurchase Interest of Seblak Borneo Foodie Chrispy Banana, Taste has a significant effect on Repurchase Intention, Price has a significant effect on Repurchase Intention, Location has a significant effect on Repurchase Intention, Taste has a significant effect on Repurchase Intention through *Customer Value* mediating, Price has a significant effect on Repurchase Interest through *Customer Value* that mediate, Location has an effect on Repurchase Interest through *Customer Value* mediate

**Keywords: Taste, Price, Location, *Customer Value*, Repurchase Interest**