

PENGARUH *BRAND IMAGE* TERHADAP MINAT BELI ULANG ORIFLAME

Studi Kasus: Mahasiswi Kampus 1 Universitas Sanata Dharma

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Penelitian ini bertujuan untuk mengetahui apakah *brand image* berpengaruh terhadap minat beli ulang. Penelitian ini dilakukan selama bulan Februari sampai Maret 2017 di kampus 1 Universitas Sanata Dharma, Yogyakarta. Populasi dalam penelitian ini adalah mahasiswi kampus 1 Universitas Sanata Dharma yang sudah pernah membeli dan menggunakan Oriflame. Pengambilan sampel menggunakan teknik *nonprobability sampling*. Data dalam penelitian ini diperoleh dengan membagikan kuesioner kepada 100 responden. Uji Validitas menggunakan teknik *korelasi Product Moment* dan Uji Reabilitas menggunakan rumus *Cronbach Alpha*. Teknik analisis data dalam penelitian ini adalah analisis deskriptif. Dari penelitian ini dapat disimpulkan bahwa *brand image* berpengaruh positif terhadap minat beli ulang.

Kata kunci : *brand image*, minat beli ulang

INFLUENCE OF BRAND IMAGE TO REPURCHASE INTEREST OF ORIFLAME

Case Study: Female Students of Campus 1 Sanata Dharma University

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This research is conducted in order to find out whether brand image influences repurchase interest. This research was conducted on February until March of 2017 at Campus 1 of Sanata Dharma University, Yogyakarta. The population of this research is female students of Campus 1 Sanata Dharma University who have ever bought and used Oriflame cosmetics. The sampling was used by nonprobability sampling technique. The data of this research was acquired from 100 respondents by filling in the questionnaire. The data validity was tested by Product Moment Correlation technique and the reliability was tested by Cronbach Alpha formula. This research used Descriptive Analysis as the data analysis technique. From this research, it can be concluded that brand image influences repurchase interest in positive way.

Keywords: brand image, repurchase interest