

ABSTRAK

SIKAP KONSUMEN TERHADAP STRATEGI RETAIL MIX (HARGA,
PRODUK, PRESENTASI, DAN LOKASI) PADA MINAT BELI ULANG
BERDASARKAN KARAKTERISTIK DEMOGRAFIS KONSUMEN

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Penelitian ini memiliki tujuan; 1) untuk mengetahui perbedaan sikap konsumen terhadap strategi *retail mix* (produk, harga, presentasi, dan lokasi) Sakola dan Jolie dilihat dari usia dan pendapatan; 2) untuk mengetahui pengaruh sikap konsumen terhadap strategi *retail mix* (produk, harga, presentasi, dan lokasi) Sakola dan Jolie pada minat beli ulang konsumen.

Jenis penelitian ini adalah penelitian kuantitatif dengan populasi masyarakat yang pernah berkunjung ke Sakola dan atau Jolie. Sampel dalam penelitian ini sebanyak 100 responden yang pernah berkunjung ke Sakola dan 100 responden yang pernah berkunjung ke Jolie. Analisis data menggunakan teknik analisis ANOVA dan teknik analisis regresi linear berganda.

Hasil penelitian menunjukkan; 1) tidak adanya perbedaan sikap konsumen Sakola dilihat dari umur dan pendapatan, tetapi perbedaan sikap konsumen Jolie dilihat dari pendapatan; 2) bahwa sikap konsumen terhadap strategi *retail mix* (produk dan harga) berpengaruh positif pada minat beli ulang di Sakola dan Jolie.

Kata Kunci: Sikap Konsumen, Sakola, Jolie, Minat Beli Ulang, Usia, Pendapatan

ABSTRACT

THE INFLUENCE OF CONSUMER ATTITUDE TOWARDS RETAIL MIX STRATEGY (PRICE, PRODUCT, PRESENTATION, AND LOCATION) ON REPURCHASE INTENTION BASED ON CONSUMERS DEMOGRAPHIC CHARACTERISTICS

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The research aims to; 1) identify the differences of consumer attitude towards Sakola and Jolie about the retail mix strategy based on age and income, 2) identify the behaviour of consumer attitude on Sakola and Jolie towards repurchase intention.

The research is quantitative research. The population is people who had visited Sakola or Jolie. The samples of this research were 100 respondents who had visited Sakola and 100 respondents who had visited Jolie. The data were analyzed using ANOVA analysis technique and Multiple Linear Regression analysis technique.

Results show; 1) there were no differences in consumer attitude towards Sakola based on gender and income but, there were differences in consumer attitude of Jolie based on gender and income; 2) consumer attitude towards Retail Mix strategy (product and price) positively influenced repurchase intention in Sakola and Jolie.

Keyword: Consumer Attitudes, Sakola, Jolie, Repurchase Intention, Age, Income