

ABSTRAK

PENGARUH VARIASI DAN MUTU PRODUK, MURAHNYA HARGA, DESAIN TOKO SERTA DAYA TARIK PROMOSI TERHADAP MINAT BELI ULANG KONSUMEN

Studi Kasus pada Konsumen Alfamart Jln. Pringgodani, Mrican, Yogyakarta.

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Penelitian ini bertujuan untuk mengetahui pengaruh variasi dan mutu produk, murahnya harga, desain toko, serta daya tarik promosi terhadap minat beli ulang konsumen di Alfamart Jln. Pringgodani, Mrican, Yogyakarta. Penelitian ini dilakukan pada bulan Maret sampai April 2010.

Jenis penelitian ini adalah studi kasus. Populasi dalam penelitian ini adalah jenis populasi yang tidak dapat diketahui jumlahnya yaitu semua orang yang berbelanja di Alfamart Jln. Pringgodani, Mrican, Yogyakarta. Jumlah sampel sebanyak 100 orang responden, dengan menggunakan teknik pengambilan sampel *Sampling Insidental*. Teknik pengumpulan data dilakukan dengan cara menyebarkan kuesioner kepada responden. Teknik analisis data yang digunakan adalah analisis regresi linier berganda.

Hasil penelitian menunjukkan bahwa variasi dan mutu produk, murahnya harga, desain toko, serta daya tarik promosi secara simultan mempengaruhi minat beli ulang konsumen. Kemudian secara parsial variabel yang berpengaruh positif terhadap minat beli ulang konsumen adalah murahnya harga dan daya tarik promosi. Sedangkan variasi dan mutu produk serta desain toko tidak berpengaruh secara positif.

Kata kunci : variasi dan mutu produk, murahnya harga, desain toko, daya tarik promosi, minat beli ulang konsumen.

ABSTRACT

THE INFLUENCE OF THE VARIATION AND QUALITY OF PRODUCT, THE ATTRACTIVE STORE DESIGN, AND THE ATTRACTIVE PROMOTION ON CONSUMERS' RE-PURCHASING INTENTION

Study on Alfamart Consumers in Jln. Pringgodani, Mrican, Yogyakarta.

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The purpose of this study is to find out the Influence of variation and quality of product, attractive price, store design, and attractive promotion on re-purchasing intention of Alfamart consumers in Jln. Pringgodani, Mrican, Yogyakarta. This study was conducted in March to April 2010.

This study was a case study. The population of this study were all people who purchased the goods in Alfamart store which is located in Jln. Pringgodani, Mrican, Yogyakarta. There were 100 respondents as the samples. This study employed accidental sampling as the sampling technique. The data were obtained or collected by giving the respondent a questionnaire to be filled on. The data analysis technique that was employed in this study Multiple Linier Regression Analysis.

The result of this study showed that variation and quality of product, attractive price, store design, and attractive promotion simultaneously influenced consumers' re-purchasing intention. Partially, the variables that have positive influence on consumers' re-purchasing intention were the attractive price and promotions. While variation and quality of product and the store design did not have positive influence on consumers' re-purchasing intention.

Key words : variation and quality of product, the attractive price, the store design, the attractive promotion, the consumers' re-purchasing intention.