

ABSTRAK

**PENGARUH MOTIVASI, PEMBELAJARAN, DAN SIKAP
KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN ULANG**
Studi Kasus pada Mahasiswi Universitas Sanata Dharma Yogyakarta yang
Menggunakan Produk *POND'S White Beauty UV Protection Cream*

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2010

Penelitian ini bertujuan untuk mengetahui: 1) pengaruh motivasi, pembelajaran, dan sikap konsumen secara parsial terhadap keputusan pembelian ulang, 2) pengaruh motivasi, pembelajaran, dan sikap konsumen secara simultan terhadap keputusan pembelian ulang. Penelitian ini dilakukan pada bulan Februari dan Maret 2010 di Universitas Sanata Dharma kampus 1, Mrican, Yogyakarta. Pengumpulan data dilakukan dengan menggunakan kuesioner. Populasi dalam penelitian ini adalah mahasiswi Universitas Sanata Dharma kampus 1, Mrican, Yogyakarta yang menggunakan produk *POND'S White Beauty UV Protection Cream*. Sampel dalam penelitian ini ditentukan sebanyak 100 responden dan pengambilannya dengan teknik *purposive sampling*. Teknik analisis yang digunakan adalah analisis regresi linier berganda. Hasil penelitian ini menunjukkan bahwa motivasi, pembelajaran, dan sikap konsumen secara parsial dan simultan berpengaruh terhadap keputusan pembelian ulang.

ABSTRACT

THE INFLUENCE OF CONSUMERS' MOTIVATION, LEARNING, AND ATTITUDE TOWARDS REPURCHASE DECISION

Case Study on Female Students of Sanata Dharma University
Yogyakarta who used POND'S White Beauty UV Protection Cream Product

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The research intended to find out: 1) the influence of consumer's motivation, learning, and attitude partially towards repurchase decision, 2) the influence of consumer's motivation, learning, and attitude simultaneously towards repurchase decision. The research was conducted on January to February 2010 Sanata Dharma University, Mrican, Yogyakarta. The data collection was conducted by distributing. The population of the research were the female students of Sanata Dharma University in Campus 1, Mrican, Yogyakarta who used POND'S White Beauty UV Protection Cream Product. The sample in the research was determined as many as 100 respondents and the sample was chosen using purposive sampling technique. The technique of analysis used was multiple linear regression analysis. The result of the research showed that consumer's motivation, learning, and attitude partially and simultaneously influenced towards repurchase decision.