

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

ABSTRAK

PENGARUH ATRIBUT PRODUK, BAURAN PROMOSI, SALURAN DISTRIBUSI, DAN HARGA TERHADAP NIAT BELI ULANG KONSUMEN PADA PASTA GIGI PEPSODENT

Studi Kasus pada Mahasiswa Universitas Sanata Dharma Yogyakarta

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Penelitian ini bertujuan untuk mengetahui pengaruh atribut produk, bauran promosi, saluran distribusi dan harga baik secara parsial maupun secara bersama-sama terhadap niat beli ulang konsumen pada pasta gigi Pepsodent. Populasi dalam penelitian ini adalah mahasiswa Universitas Sanata Dharma Yogyakarta yang pernah membeli dan menggunakan pasta gigi Pepsodent. Sampel yang diambil sebanyak 99 responden. Teknik pengambilan sampel menggunakan *non probability sampling*. Teknik analisis data yang menggunakan teknik presentase, analisis regresi berganda, uji F, dan uji t. Hasil penelitian menunjukkan bahwa atribut produk, bauran promosi, saluran distribusi dan harga berpengaruh terhadap niat beli ulang konsumen pada pasta gigi Pepsodent.

ABSTRACT

**THE INFLUENCE OF PRODUCT ATTRIBUTES, PROMOTIONAL MIX,
DISTRIBUTION CHANNELS, AND PRICE ON CONSUMERS
REPURCHASE INTENTION OF PEPSODENT TOOTHPASTE**
A Case Study on University Students of Sanata Dharma University Yogyakarta

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This study aims at determining the influence of product attributes, promotional mix, distribution channels and pricing partially and simultaneously on consumer re-purchase intention at Pepsodent toothpaste. The population in this study was students of the University of Sanata Dharma Yogyakarta who have bought and used Pepsodent toothpaste. Samples taken were 99 respondents. Sampling technique was non probabilistic. The data analysis techniques were percentage technique and multiple regression analysis. The results showed that the attributes of product, promotional mix, distribution channels and price affect consumer repurchase intention of Pepsodent toothpaste.