

ABSTRAK

**PENGARUH MEDIA IKLAN, KUALITAS PRODUK, DESAIN KEMASAN
DAN HARGA TERHADAP KEPUTUSAN KONSUMEN MEMBELI ULANG
PASTA GIGI MEREK PEPSODENT**

Studi Kasus pada Mahasiswa Sanata Dharma Fakultas Ekonomi Yogyakarta

Clotilda Prameswari Vivit Yunita
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui pengaruh media iklan, kualitas produk, desain kemasan dan harga terhadap keputusan pembelian ulang. Pengumpulan data dilakukan dengan membagikan angket kepada mahasiswa Universitas Sanata Dharma Yogyakarta. Kampus II Mrican Yogyakarta dengan jumlah 100 angket sebagai sampel penelitian. Teknik pengambilan sampel yang digunakan adalah *accidental sampling* dengan memilih sampel dari orang atau unit yang mudah dijumpai atau diakses. Teknik analisis data yang digunakan adalah regresi berganda dengan menggunakan *software* dan SPSS 16.0. Dari hasil penelitian diketahui bahwa faktor media iklan, kualitas produk dan harga secara parsial berpengaruh signifikan terhadap keputusan membeli ulang pasta gigi merek Pepsodent, sedangkan faktor desain kemasan secara parsial tidak berpengaruh signifikan terhadap keputusan pembelian ulang pasta gigi Pepsodent. Faktor media iklan, kualitas produk, desain kemasan dan harga secara simultan berpengaruh signifikan terhadap keputusan membeli ulang pasta gigi merek Pepsodent. Hasil analisis koefisien determinasi (R^2) menunjukkan bahwa faktor media iklan, kualitas produk, desain kemasan dan harga mempunyai pengaruh sebesar 20,2% terhadap keputusan membeli ulang pasta gigi merek Pepsodent, sedangkan sisanya sebesar 79,8% dipengaruhi oleh variabel lain yang tidak dimasukkan dalam model penelitian ini.

Kata kunci: media iklan, kualitas produk dan harga

ABSTRACT

**THE INFLUENCES OF THE ADVERTISEMENT, PRODUCT QUALITY,
PACKAGING DESIGN AND PRICE TO THE CONSUMERS' DECISION TO
REPURCHASE *PEPSODENT* TOOTHPASTE**

A Case Study on the Students of Economy Faculty Sanata Dharma University
Yogyakarta

Clotilda Prameswari Vivit Yunita
Sanata Dharma University
Yogyakarta
2012

This research was aimed to find out the influences of the advertisement, product quality, packaging design and price to the decision to do repurchasing. The data were collected by distributing questionnaires to the students of Sanata Dharma University. Campus II Mrican Yogyakarta with 100 questionnaires was the research sample. The sampling technique used was accidental sampling that was taking sample from people or units that were easily to see or access. The data were analyzed by multiple regression using SPSS 16.0. Based on the results it was shown that the advertisement, product quality and price partially influenced significantly to the decision to repurchase *Pepsodent* toothpaste. The packaging design partially did not have significant influence to the decision to repurchase *Pepsodent* toothpaste. The advertisement, product quality, packaging design and price simultaneously had a significant influence to the decision to repurchase the toothpaste *Pepsodent*. The result of determination coefficient analysis (R^2) showed that the advertisement, product quality, packaging design and price had the influence to repurchase *Pepsodent* toothpaste as big as 20.2%. The other 79.8% was influenced by other variables that were not included in this research.

Keywords: Advertisement, product quality and price