

ABSTRAK

PENGARUH IKLAN, HARGA DAN KUALITAS PRODUK TERHADAP MINAT BELI ULANG KONSUMEN

Studi Kasus pada Mahasiswa Konsumen Isoplus di Universitas Sanata Dharma
Yogyakarta

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Penelitian ini bertujuan untuk mengetahui pengaruh iklan, harga dan kualitas produk terhadap minat beli ulang konsumen pada mahasiswa konsumen Isoplus di Universitas Sanata Dharma Yogyakarta. Populasi dalam penelitian ini adalah konsumen yang sudah pernah membeli Minuman Isotonik Isoplus. Jumlah sampel yang digunakan pada penelitian ini sebanyak 100 responden. Pengambilan sampel menggunakan teknik *Purposive Sampling*. Teknik pengumpulan data dengan kuesioner. Analisis data menggunakan menggunakan teknik analisis regresi berganda. Hasil penelitian ini menunjukkan bahwa variabel iklan, harga dan kualitas produk secara bersama-sama berpengaruh signifikan terhadap minat beli ulang konsumen. Hasil penelitian ini menunjukkan bahwa variabel iklan, harga dan kualitas produk secara parsial berpengaruh positif terhadap minat beli ulang konsumen.

Kata kunci: iklan, harga, kualitas produk, minat beli ulang

ABSTRACT

THE INFLUENCE OF ADVERTISING, PRICE AND PRODUCT QUALITY ON CONSUMER BUYING INTEREST

A Case Study on Isoplus Consumer Students at Sanata Dharma University,
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The aim of this study is to determine the influence of advertising, price and product quality on consumer buying interest of Isoplus consumer students at Sanata Dharma University Yogyakarta. The population of this study consists of the consumers who have ever purchased Isoplus Isotonic Drink. This research took 100 respondents as the sample. The sampling method is Purposive Sampling. The data collection technique was questionnaire. The data analysis technique used was the multiple linear regression. The result of this study showed that advertising, price and product quality simultaneously and significantly influence consumer buying interest. The results of this study also showed that advertising, prices and product quality partially had a positive effect on consumer buying interest.

Keywords: advertising, price, product quality, consumer buying interest