

ABSTRAK

PENGARUH KUALITAS PELAYANAN, HARGA, DAN PROMOSI TERHADAP MINAT BELI ULANG PADA E-COMMERCE SHOPEE DI PROVINSI DAERAH ISTIMEWA YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh secara bersama-sama kualitas pelayanan, harga, dan promosi terhadap minat beli ulang pada *e-commerce* Shopee, 2) pengaruh secara parsial kualitas pelayanan terhadap minat beli ulang pada *e-commerce* Shopee, 3) pengaruh secara parsial harga terhadap minat beli ulang pada *e-commerce* Shopee, dan 4) pengaruh secara parsial promosi terhadap minat beli ulang pada *e-commerce* Shopee. Teknik pengambilan sampel yang digunakan yaitu, *purposive sampling*. Penelitian ini memperoleh data dengan membagikan kuesioner yang dibuat melalui *google form* dan disebarakan kepada 100 responden. Teknik analisis data yang digunakan dalam penelitian ini yaitu, analisis deskriptif, uji asumsi klasik, dan analisis Regresi Linear Berganda dengan menggunakan aplikasi SPSS *Statistic* 28.0. Hasil yang diperoleh dari penelitian ini antara lain: 1) Kualitas pelayanan, harga dan promosi secara bersama-sama berpengaruh terhadap minat beli ulang konsumen pada *e-commerce* Shopee, 2) Kualitas pelayanan secara pasial tidak berpengaruh positif terhadap minat beli ulang konsumen pada *e-commerce* Shopee, 3) Harga secara pasial tidak berpengaruh positif terhadap minat beli ulang konsumen pada *e-commerce* Shopee, dan 4) Promosi secara pasial berpengaruh positif terhadap minat beli ulang konsumen pada *e-commerce* Shopee.

Kata Kunci: Kualitas Pelayanan, Harga, Promosi, Minat Beli Ulang

ABSTRACT

THE EFFECT OF SERVICE QUALITY, PRICE, AND PROMOTION ON REPURCHASING INTENTION IN E-COMMERCE SHOPEE AT YOGYAKARTA SPECIAL REGIONAL PROVINCE

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This study aims to determine: 1) the simultaneous effect of service quality, price, and promotion on repurchase intention in Shopee e-commerce, 2) partial effect of service quality on repurchase intention in Shopee e-commerce, 3) partial effect of price on repurchase intention in e-commerce Shopee, and 4) partial effect of promotion on repurchase intention in e-commerce Shopee. The sampling technique used is purposive sampling. This study obtained data by distributing questionnaires via google form to 100 respondents. The data analysis techniques used in this research were descriptive analysis, classical assumption test, and Multiple Linear Regression analysis by using the SPSS Statistic 28.0 application. The results of this study include: 1) Quality of service, price and promotion simultaneously n effect on repurchase intention in e-commerce Shopee, 2) Quality of service partially does not have a positive effect on consumer repurchase intention in e-commerce Shopee, 3) Price does not have a positive effect on consumer repurchase intention in Shopee e-commerce, and 4) promotion has a positive effect on consumer repurchase intention in Shopee e-commerce.

Keywords: Service Quality, Price, Promotion, Repurchase Intention