

ABSTRAK

PENGARUH HARGA, PROMOSI, DAN WORD OF MOUTH TERHADAP MINAT BELI ULANG PADA MIE GACOAN YOGYAKARTA MELALUI SHOPEE FOOD SELAMA PANDEMI COVID -19

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Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh secara simultan harga, promosi, dan *word of mouth* terhadap minat beli ulang, 2) Pengaruh secara parsial harga terhadap minat beli ulang, 3) Pengaruh secara parsial promosi terhadap minat beli ulang, 4) Pengaruh secara parsial *word of mouth* terhadap minat beli ulang. Populasi dalam penelitian ini adalah masyarakat umum yang pernah melakukan transaksi pembelian di Mie Gacoan Daerah Istimewa Yogyakarta menggunakan aplikasi *Shopee-food* selama pandemi Covid-19. Teknik pengambilan sampel dalam penelitian ini menggunakan *purposive sampling* dengan data yang diperoleh dari penyebaran kuesioner ke 96 responden yang memenuhi kriteria yaitu masyarakat umum di Daerah Istimewa Yogyakarta yang pernah melakukan pembelian Mie Gacoan melalui *Shopee-food* selama pandemi Covid-19. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis regresi linier berganda, Uji F, dan Uji t dengan menggunakan aplikasi SPSS versi 26. Hasil dari penelitian ini menunjukkan bahwa: 1) Harga, promosi, dan *word of mouth* secara simultan berpengaruh terhadap minat beli ulang, 2) Harga secara parsial berpengaruh positif terhadap minat beli ulang, 3) Promosi secara parsial berpengaruh positif terhadap minat beli ulang, dan 4) *Word of mouth* secara parsial berpengaruh positif terhadap minat beli ulang.

Kata kunci: Harga, Promosi, *Word of Mouth*, Minat Beli Ulang

ABSTRACT

THE EFFECT OF PRICE, PROMOTION, AND WORD OF MOUTH ON REPURCHASE INTEREST AT MIE GACOAN YOGYAKARTA THROUGH SHOPEE-FOOD DURING THE COVID-19 PANDEMIC

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This study aims to determine: 1) The simultaneous effect of price, promotion, and word of mouth on repurchase interest, 2) The partial effect of price on repurchase interest, 3) The partial effect of promotion on repurchase interest, 4) The partial effect of word of mouth on repurchase interest. The population in this study was the general public who had made a purchase transaction at Mie Gacoan Yogyakarta Special Region using the ShopeeFood during the Covid-19 pandemic. The sampling technique in this study applied purposive sampling with data obtained from distributing questionnaires to 96 respondents who fulfilled the criteria, namely the general public in the Special Region of Yogyakarta who had purchased Gacoan Noodles through Shopee-food during the Covid-19 pandemic. The data analysis technique applied in this study is multiple linear regression analysis, F test, and t-test using the SPSS version 26 application. The results of this study indicate that: 1) Price, promotion, and word of mouth simultaneously affect on repurchase interest, 2) Price partially has a positive effect on repurchase interest, 3) Promotion partially has a positive effect on repurchase interest, and 4) Word of mouth partially has a positive effect on repurchase interest.

Keywords: Price, Promotion, Word of Mouth, Repurchase Interest