

ABSTRAK

PENGARUH KUALITAS PRODUK, HARGA DAN PROMOSI TERHADAP MINAT BELI ULANG PADA MIE GACOAN DI KOTA YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui : (1) pengaruh kualitas produk, harga dan promosi terhadap minat beli ulang, (2) pengaruh kualitas produk terhadap minat beli ulang, (3) pengaruh harga terhadap minat beli ulang, (4) pengaruh promosi terhadap minat beli ulang. Teknik pengambilan sampel dalam penelitian ini menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner melalui *google form* tentang kualitas produk, harga dan promosi, dan minat beli ulang yang disebarakan kepada 100 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik dan analisis regresi linear berganda yang didukung dengan menggunakan program aplikasi SPSS. Hasil penelitian ini menunjukkan bahwa: (1) kualitas produk, harga dan promosi secara simultan berpengaruh terhadap minat beli ulang, (2) kualitas produk secara parsial berpengaruh terhadap minat beli ulang, (3) harga tidak berpengaruh terhadap minat beli ulang, dan (4) promosi tidak berpengaruh terhadap minat beli ulang.

Kata kunci : kualitas produk, harga, promosi, minat beli ulang.

ABSTRACT

**THE EFFECT OF PRODUCT QUALITY, PRICE AND PROMOTION ON
REPURCHASE INTENTION OF GACOAN NOODLES IN
YOGYAKARTA**

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This study aims to determine : (1) the effect of product quality, price and promotion on repurchase intention, (2) the effect of product quality on repurchase intention, (3) the effect of price on repurchase intention, (4) the effect of promotion on repurchase intention. The sampling technique in this study used purposive sampling. The data was obtained by distributing questionnaires via google form about product quality, price and promotion, and repurchase intention which were distributed to 100 respondents. The data analysis technique used in this research is descriptive analysis, classical assumption test and multiple linear regression supported by using SPSS application program. The results of this study indicate that : (1) product quality, price and promotion simultaneously affect repurchase intention, (2) product quality partially has a positive effect on repurchase intention, (3) price does not affect repurchase intention, and (4) promotion has no effect on repurchase intention.

Keywords : product quality, price, promotion, repurchase intention.