

ABSTRAK
PENGARUH HARGA, KELENGKAPAN PRODUK, DAN PROMOSI
TERHADAP MINAT BELI ULANG KONSUMEN MANNA KAMPUS
BABARSARI

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Penelitian ini bertujuan untuk mengetahui 1) Pengaruh harga terhadap minat beli ulang konsumen Manna Kampus Babarsari; 2) Pengaruh kelengkapan produk terhadap minat beli ulang konsumen Manna Kampus Babarsari; 3) Pengaruh promosi terhadap minat beli ulang konsumen Manna Kampus Babarsari. Populasi penelitian ini adalah konsumen Manna Kampus Babarsari khususnya mahasiswa Universitas Sanata Dharma Yogyakarta. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dengan jumlah sampel sebanyak 100. Teknik analisis data yang digunakan adalah regresi linier berganda, Uji F dan Uji t dengan menggunakan aplikasi *SPSS 26.0*. Hasil penelitian ini menunjukkan bahwa 1) harga, kelengkapan produk, dan promosi secara simultan berpengaruh terhadap minat beli ulang konsumen Manna Kampus Babarsari; 2) harga secara parsial berpengaruh positif terhadap minat beli ulang konsumen Manna Kampus Babarsari; 3) kelengkapan produk secara parsial berpengaruh positif terhadap minat beli ulang konsumen Manna Kampus Babarsari; 4) promosi secara parsial berpengaruh positif terhadap minat beli ulang konsumen Manna Kampus Babarsari;

Kata Kunci: Harga, Kelengkapan Produk, Promosi, Minat Beli Ulang, Manna Kampus Babarsari

ABSTRACT

*THE INFLUENCE OF PRICE, PRODUCT AVAILABILITY, AND PROMOTION ON
CONSUMER REPURCHASE INTENTION AT MANNA BABARSARI CAMPUS*

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This study aims to determine 1) the simultaneous influence of price, product availability, and promotion on consumer repurchase intention at Manna Babarsari Campus; 2) the influence of price on consumer repurchase intention at Manna Babarsari Campus; 3) The influence of product availability on consumer repurchase intention at Manna Babarsari Campus; 4) The influence of promotion on consumer repurchase intention at Manna Babarsari Campus. The population of this research is the consumers of Manna Babarsari Campus, especially students of Sanata Dharma University Yogyakarta. The sampling technique used is purposive sampling with a total sample of 100. The data analysis technique used is multiple linear regression, F test and t test use SPSS 26.0. The results of this study indicate that 1) price, product availability, and promotion simultaneously influence consumer repurchase intention; 2) price partially has a positive influence on consumer repurchase intention; 3) product availability partially has a positive influence on consumer repurchase intention; 4) promotion partially has a positive influence on consumer repurchase intention.

Keywords: Price, Product Completeness, Promotion, Repurchase Interest, Manna Babarsari Campus