

## ABSTRAK

**PENGARUH HARGA, INOVASI PRODUK, DAN KUALITAS LAYANAN  
TERHADAP MINAT BELI ULANG KONSUMEN**  
(Studi pada Konsumen Pizza Hut Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh harga, inovasi produk, dan kualitas layanan terhadap minat beli ulang, (2) pengaruh harga terhadap minat beli ulang, (3) pengaruh inovasi produk terhadap minat beli ulang, (4) pengaruh kualitas layanan terhadap minat beli ulang. Populasi dalam penelitian ini adalah seluruh masyarakat Daerah Istimewa Yogyakarta. Teknik pengambilan sampel menggunakan metode *non probability sampling* dengan teknik *convenience sampling*. Sampel pada penelitian ini adalah 100 responden yang sudah pernah membeli dan mengkonsumsi produk Pizza Hut minimal satu kali dalam satu bulan terakhir, pengumpulan data melalui kuisioner *online* dalam bentuk *google form*. Teknik analisis data dalam penelitian ini menggunakan analisis deskriptif, uji asumsi klasik dan analisis regresi linier berganda dengan menggunakan program aplikasi SPSS Statistics 25. Hasil penelitian menunjukkan bahwa: (1) harga, inovasi produk, dan kualitas layanan secara simultan berpengaruh terhadap minat beli ulang, (2) harga berpengaruh terhadap minat beli ulang, (3) inovasi produk berpengaruh terhadap minat beli ulang, (4) kualitas layanan tidak berpengaruh terhadap minat beli ulang.

Kata Kunci: Harga, Inovasi Produk, Kualitas Layanan, Minat Beli Ulang.

**ABSTRACT**

**THE INFLUENCE OF PRICE, PRODUCT INNOVATION, AND  
QUALITY OF SERVICE ON CONSUMER PURCHASE INTEREST**  
(Study on Consumers of Pizza Hut Yogyakarta)

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This study aims to determine: (1) the effect of price, product innovation, and service quality on repurchase intention, (2) the effect of price on repurchase intention, (3) the effect of product innovation on repurchase intention, (4) the effect of service quality on repurchase intention. The population in this study is all people of the Special Region of Yogyakarta. The sampling technique uses a non-probability sampling method with a convenience sampling technique. The sample in this study were 100 respondents who had purchased and consumed Pizza Hut products at least once in the past month, collecting data through an online questionnaire in the form of a Google form. Data analysis techniques in this study used descriptive analysis, classical assumption test and multiple linear regression analysis using the SPSS Statistics 25 application program. The results showed that: (1) price, product innovation, and service quality simultaneously affect repurchase intention, (2) price has an effect on repurchase intention, (3) product innovation has an effect on repurchase intention, (4) service quality has no effect on repurchase intention.

Keywords: Price, Product Innovation, Service Quality, Repurchase Interest.