

ABSTRAK

PENGARUH KUALITAS PRODUK, HARGA, DAN PROMOSI GRATIS ONGKIR TERHADAP MINAT PEMBELIAN ULANG PADA MARKETPLACE SHOPEE

Ida Lorentiya

Universitas Sanata Dharma

Yogyakarta

2022

Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh Kualitas Produk terhadap Minat pembelian ulang pada *Marketplace* Shopee secara parsial, 2) Pengaruh Harga terhadap Minat pembelian ulang pada *Marketplace* Shopee secara parsial, 3) Pengaruh Promosi Gratis Ongkir terhadap Minat pembelian ulang pada *Marketplace* Shopee secara parsial, 4) Pengaruh Kualitas Produk, Harga dan Promosi Gratis Ongkir terhadap Minat pembelian ulang pada *Marketplace* Shopee secara simultan. Jenis penelitian yang digunakan adalah Kuantitatif. Populasi dalam penelitian ini yaitu pengguna aplikasi Shopee di Yogyakarta dengan sampel 100 responden. Teknik pengambilan sampel menggunakan *non probability sampling*. Teknik pengumpulan data dalam penelitian ini adalah kuesioner. Uji instrumen dalam penelitian ini menggunakan uji validitas dan uji reliabilitas. Penelitian ini menggunakan teknik analisis deskriptif, regresi linear berganda dan uji asumsi klasik. Hasil penelitian ini menunjukkan bahwa: 1) Kualitas Produk berpengaruh secara parsial terhadap minat beli ulang pada *marketplace* Shopee. 2) Harga berpengaruh secara parsial terhadap minat beli ulang pada *marketplace* Shopee. 3) Promosi Gratis Ongkir tidak berpengaruh secara parsial terhadap minat beli ulang pada *marketplace* Shopee. 4) Kualitas Produk, Harga dan Promosi Gratis Ongkir berpengaruh secara simultan terhadap minat beli ulang pada *marketplace* Shopee.

Kata kunci : kualitas produk, harga dan promosi gratis ongkir

ABSTRACT

THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND FREE SHIPPING PROMOTION ON CONSUMER'S REPURCHASE INTENTION OF SHOPEE MARKETPLACE

Ida Lorentiya

Sanata Dharma University

Yogyakarta

2022

The study aims to determine: 1) The influence of Product Quality on Consumer's Repurchase Intention of Shopee Marketplace partially. 2) The influence of Price on Consumer's Repurchase Intention of Shopee Marketplace partially. 3) The influence Free Shipping Promotion on Consumer's Repurchase Intention of Shopee Marketplace partially. 4) The influence of product Quality, Price and Free Shipping Promotion on Consumer's Repurchase Intention of Shopee Marketplace simultaneously. The type of research used is quantitative. The population in this study are Shopee application users in Yogyakarta with a sample of 100 respondents. The sampling technique used Non Probability Sampling. The data collection technique in this study is a questionnaire. The instrument test in this study used a validity test and a reliability test. This study uses descriptive analysis techniques, multiple linear regression and classical assumption test. The results of this study indicate that: 1) Product quality has a partial effect on repurchase interest in the Shopee marketplace. 2) Price has a partial effect on repurchase interest on the Shopee marketplace. 3) Free Shipping Promotion has no partial effect on repurchase interest in the Shopee marketplace. 4) Product Quality, Price and Free Shipping Promotion have a simultaneous effect on repurchase interest in the Shopee marketplace.

Keywords: product quality, price and free shipping promotion, repurchase intention