

ABSTRAK

PENGARUH DISKON, VARIASI PRODUK DAN CITA RASA TERHADAP MINAT BELI ULANG PRODUK CREAMY SAUCE DI YOGYAKARTA

Devika Putri Kuntari
Universitas Sanata Dharma
Yogyakarta
2023

Penelitian ini bertujuan untuk mengetahui apakah: 1) Diskon, variasi produk dan cita rasa secara simultan berpengaruh terhadap minat beli ulang produk Creamy Sauce di Yogyakarta, 2) Diskon berpengaruh signifikan terhadap minat beli ulang konsumen produk Creamy Sauce di Yogyakarta 3) Variasi produk berpengaruh signifikan terhadap minat beli ulang konsumen produk Creamy Sauce di Yogyakarta 4) Cita rasa berpengaruh signifikan terhadap minat beli ulang konsumen produk Creamy Sauce di Yogyakarta. Populasi dalam penelitian ini adalah konsumen produk Creamy Sauce yang telah melakukan pembelian sebanyak minimal 2 kali dalam kurun waktu 6 bulan terakhir. Teknik pengambilan sampel menggunakan *purposive sampling*. Jumlah responden pada penelitian ini sebanyak 100 responden. Teknik analisis data dalam penelitian ini adalah Regresi Linear Berganda menggunakan program aplikasi IBM Statistics 21. Hasil penelitian menunjukkan bahwa: 1) Diskon, variasi produk dan cita rasa berpengaruh secara signifikan terhadap minat beli ulang konsumen produk Creamy Sauce 2) Diskon berpengaruh secara signifikan terhadap minat beli ulang konsumen produk Creamy Sauce 3) Variasi produk berpengaruh secara signifikan terhadap minat beli ulang konsumen produk Creamy Sauce 4) Cita rasa tidak berpengaruh secara signifikan terhadap minat beli ulang konsumen produk Creamy Sauce.

Kata Kunci : Diskon, variasi produk, cita rasa dan minat beli ulang.

ABSTRACT

**THE INFLUENCE OF DISCOUNTS, PRODUCT VARIATIONS, AND
TASTE ON REPURCHASE INTEREST IN CREAMY SAUCE'S
PRODUCTS IN YOGYAKARTA**

Devika Putri Kuntari
Sanata Dharma University
Yogyakarta
2022

This study aims to determine whether: 1) Discounts, product variations and taste simultaneously affect the intention to repurchase Creamy Sauce products in Yogyakarta, 2) The significant effect of discounts on consumer repurchase intentions of Creamy Sauce products in Yogyakarta 3) The significant effect of product variations on consumer repurchase intention of Creamy Sauce products in Yogyakarta 4) The significant effect of taste on consumer repurchase interest of Creamy Sauce products in Yogyakarta. The population in this study consists of Creamy Sauce product purchasers who have made at least two purchases in the last six months. Purposive sampling was used in this study. The respondents taken in this study were 100 respondents. Multiple Linear Regression was used to analyse the data in this study using the IBM Statistics 21 application program. The results show that: 1) Discounts, product variations and taste have a significant effect on consumer repurchase interest in Creamy Sauce products 2) Discounts have a significant impact on consumer interest in Creamy Sauce products 3) Product variations have a significant impact on consumer intent to repurchase Creamy Sauce products 4) Taste does not significantly affect consumer repurchase intention of Creamy Sauce products.

Keywords: Discounts, product variations, taste and repurchase interest

