



## ABSTRAK

### **PENGARUH KUALITAS, HARGA PRODUK, DAN LOKASI GERAJ TERHADAP MINAT BELI ULANG PELANGGAN MIXUE ICE CREAM AND TEA DEMANGAN BARU**

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Penelitian ini bertujuan untuk mengetahui : (1) pengaruh kualitas produk terhadap minat beli ulang, (2) pengaruh harga produk terhadap minat beli ulang, (3) pengaruh lokasi gerai terhadap minat beli ulang, (4) Perbedaan persepsi kualitas, harga, lokasi gerai berdasarkan usia, (5) Perbedaan persepsi kualitas, harga, lokasi gerai berdasarkan gender. Teknik pengambilan sampel dalam penelitian ini menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner dalam bentuk elektronik melalui *google form* tentang kualitas produk, harga produk, lokasi gerai, dan minat beli ulang yang disebarakan kepada 96 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 berpengaruh terhadap minat beli ulang, (2) harga produk berpengaruh terhadap minat beli ulang, dan (3) lokasi produk berpengaruh terhadap minat beli ulang, (4) terdapat perbedaan persepsi kualitas, harga, dan lokasi gerai berdasarkan usia, (5) tidak terdapat perbedaan persepsi kualitas, harga, dan lokasi gerai berdasarkan gender.

Kata Kunci : kualitas produk, harga produk, lokasi gerai, minat beli ulang

**ABSTRACT**

**THE INFLUENCE OF QUALITY, PRODUCT PRICE, AND STORE LOCATION ON CUSTOMER REPURCHASE INTEREST IN MIXUE ICE CREAM AND TEA DEMANGAN BARU**

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This study aims to determine: (1) the effect of product quality on repurchase intention, (2) the effect of product price on repurchase intention, (3) the effect of store location on repurchase intention, (4) Differences in perceived quality, price, outlet location based on age, (5) Differences in perceived quality, price, outlet location based on gender. The sampling technique in this study used purposive sampling. Data was obtained by distributing questionnaires in electronic form via the Google form regarding product quality, product prices, store locations, and repurchase intentions which were distributed to 96 respondents. The data analysis technique used in this study is descriptive analysis, classical assumption test, and multiple linear regression analysis supported by the SPSS application program. The results of this study indicate that: (1) product quality influences repurchase intention, (2) product price influences repurchase intention, and (3) product location influences repurchase intention, (4) there are differences in perceptions of quality, price, and location of outlets based on age, (5) there are no differences in perceptions of quality, price, and outlet location based on gender.

Keywords: product quality, product price, outlet location, repurchase intention