

**ABSTRAK**  
**PENGARUH PROMOSI DAN KUALITAS PRODUK**  
**TERHADAP MINAT BELI ULANG PRODUK**  
**DI TOKO MATERNAL DISASTER**  
**YOGYAKARTA**

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Penelitian ini dilakukan untuk melihat pengaruh promosi dan kualitas produk terhadap minat beli ulang produk Maternal Disaster. Jenis penelitian ini adalah asosiatif kuantitatif dan melibatkan 100 responden mahasiswa dan mahasiswi Universitas Sanata Dharma sebagai sampel penelitian dengan menyebarkan kuesioner. Teknik analisis data menggunakan analisis regresi linier berganda dengan SPSS versi 26. Hasil penelitian menunjukkan bahwa promosi dan kualitas produk berpengaruh secara simultan terhadap minat beli ulang produk Maternal Disaster, promosi berpengaruh secara parsial terhadap minat beli ulang produk Maternal Disaster dan kualitas produk tidak berpengaruh secara parsial terhadap minat beli ulang produk Maternal Disaster.

**Kata Kunci: Promosi, Kualitas Produk, Minat Beli Ulang**

**ABSTRACT**  
**THE INFLUENCE OF PROMOTION AND PRODUCT QUALITY ON**  
**REPURCHASE INTENTION OF PRODUCTS IN MATERNAL DISASTER**  
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*This research was conducted to examine the influence of promotion and product quality on the repurchase intention of Maternal Disaster products. This study was a quantitative associative and involved 100 student respondents from Sanata Dharma University by distributing questionnaires, as the research sample. The data analysis technique used multiple linear regression analysis with SPSS version 26. The results of the study showed that the promotion and product quality have simultaneous effects on the repurchase intention of Maternal Disaster products, the promotion has a partial effect on the repurchase intention of Maternal Disaster products, and the product quality does not have a partial effect on the repurchase intention of Maternal Disaster products.*

***Keywords: Promotion, Product Quality, Repurchase Intention***