

ABSTRAK

**MINAT BELI ULANG PONSEL PINTAR OPPO: PERAN PERSEPSI
HARGA, DUTA MEREK, CITRA MEREK DAN PROMOSI**

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Penelitian ini bertujuan untuk mengetahui 1) pengaruh persepsi harga terhadap Minat beli ulang 2) pengaruh duta merek terhadap minat beli ulang 3) pengaruh citra merek terhadap minat beli ulang 4) pengaruh promosi terhadap minat beli ulang 5) perbedaan persepsi mengenai jenis kelamin 6) perbedaan persepsi mengenai uang saku per bulan. Populasi dalam penelitian ini adalah semua orang yang memiliki ponsel pintar OPPO dan pernah melakukan pembelian ponsel pintar OPPO . Data diperoleh dengan membagikan kuesioner menggunakan Google Formulir kepada 100 responden. Teknik analisis data menggunakan analisis deskriptif dengan alat bantu Microsoft Excel, analisis regresi linear berganda dan uji beda dengan alat bantu SPSS versi 25. Hasil penelitian menunjukkan bahwa : 1) Persepsi harga berpengaruh terhadap minat beli ulang 2) duta merek berpengaruh terhadap minat beli ulang 3) Citra merek berpengaruh terhadap minat beli ulang 4) Promosi berpengaruh terhadap minat beli ulang 5) terdapat perbedaan persepsi harga,duta merek, dan promosi namun tidak terdapat perbedaan citra merek berdasarkan jenis kelamin 6) tidak terdapat perbedaan mengenai persepsi harga,duta merek,citra merek, dan promosi berdasarkan uang saku per bulan.

Kata Kunci :Persepsi Harga,Duta Merek,Citra Merek,Promosi, dan Minat Beli Ulang

ABSTRACT

OPPO SMART PHONE REPURCHASE INTEREST: THE ROLE OF PRICE PERCEPTION, BRAND AMBASSADOR, BRAND IMAGE AND PROMOTION

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This research aims to determine 1) the influence of price perception on repurchase intention 2) the influence of brand ambassadors on repurchase intention 3) the influence of brand image on repurchase intention 4) the influence of promotions on repurchase intention 5) differences in perceptions regarding gender 6) differences perception regarding pocket money per month. The population in this study is all people who own an OPPO smartphone and have purchased an OPPO smartphone. Data was obtained by distributing questionnaires using Google Forms to 100 respondents. The data analysis technique uses descriptive analysis with Microsoft Excel tools, multiple linear regression analysis and difference tests with SPSS version 25 tools. The results of the research show that: 1) Price perception influenced repurchase interest 2) Brand ambassadors influenced repurchase interest 3) Brand image influenced repurchase interest 4) Promotion influenced repurchase intention 5) There were differences on the price perception, brand ambassadorship, and promotion but there are no differences in brand image based on gender 6) there were no differences on the price perception, brand ambassadorship, image brands, and promotions based on pocket money per month.

Keywords: Price Perception, Brand Ambassador, Brand Image, Promotion, and Repurchase Intention