

**ABSTRAK**

**PENGARUH HARGA, KUALITAS PRODUK, DAN IKLAN TERHADAP  
MINAT BELI ULANG KONSUMEN**

Studi pada Produk Kecantikan Garnier

Gregorius Kevin Kim Rumahorbo  
Universitas Sanata Dharma  
Yogyakarta  
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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh harga, kualitas produk, dan iklan terhadap minat beli ulang konsumen, (2) pengaruh harga terhadap minat beli ulang konsumen, (3) pengaruh kualitas produk terhadap minat beli ulang konsumen (4) pengaruh iklan terhadap minat beli ulang konsumen Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner dalam bentuk *Google form* tentang harga, kualitas produk, iklan, dan minat beli ulang konsumen kepada 100 responden. Analisis data menggunakan statistika deskriptif dan menggunakan *software* SPSS 25. Hasil penelitian menunjukkan bahwa: (1) Harga, kualitas produk, dan iklan secara simultan berpengaruh terhadap minat beli ulang konsumen, (2) harga secara parsial berpengaruh positif terhadap minat beli ulang konsumen, (3) kualitas produk tidak berpengaruh terhadap minat beli ulang konsumen, (4) iklan secara parsial berpengaruh positif terhadap minat beli ulang konsumen.

Kata kunci: Harga, Kualitas Produk, Iklan, Minat beli ulang konsumen.

**ABSTRACT**

***THE INFLUENCE OF PRICE, PRODUCT QUALITY, AND ADVERTISING  
ON CONSUMER REPURCHASE INTENTION***

*Studies on Garnier Beauty Products*

Gregorius Kevin Kim Rumahorbo  
Sanata Dharma University  
Yogyakarta  
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*This study aims to determine: (1) the influence of price, product quality, and consumer repurchase intention on consumer repurchase intention, (2) the influence of price on consumer repurchase intention, (3) the influence of product quality on consumer repurchase intention, (4) the influence of advertising on consumer repurchase intention. The sampling technique used purposive sampling. The data were obtained by distributing questionnaires in the Google form about price, product quality, advertising, consumer repurchase intention to 100 respondents. Data analysis using purposive sampling and using software SPSS 25. The results of the study show that: (1) price, product quality, and advertising simultaneously effect towards consumer repurchase intention, (2) price had a positive influence towards consumer repurchase intention, (3) quality product had no influence towards consumer repurchase intention, (4) advertising had a positive influence towards consumer repurchase intention.*

*Keywords: Price, Quality Product, Advertising, Consumer Repurchase Intention*