

ABSTRAK
PENGARUH PROMOSI, HARGA, DAN ELECTRONIC WORD
OF MOUTH TERHADAP MINAT BELI ULANG SCARLETT
WHITENING BODY LOTION DI KOTA YOGYAKARTA

Angela Prahastira
Universitas Sanata Dharma
Yogyakarta
2024

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh promosi, harga, dan *Electronic Word of Mouth* terhadap minat beli ulang *Scarlett Whitening Body Lotion*. (2) pengaruh promosi terhadap minat beli ulang *Scarlett Whitening Body Lotion*, (3) pengaruh harga terhadap minat beli ulang *Scarlett Whitening Body Lotion*, (4) pengaruh *Electronic Word of Mouth* terhadap minat beli ulang *Scarlett Whitening Body Lotion*. Populasi dalam penelitian ini adalah masyarakat yang tinggal di Kota Yogyakarta yang sedang memakai dan sudah pernah membeli produk *Scarlett Whitening Body Lotion* dengan menggunakan uang sendiri (tidak endorse, tidak diberi, dan tidak meminta) sedangkan sampel yang dipakai untuk penelitian ini yaitu 100 responden. Teknik pengambilan sampel menggunakan *purposive sampling*. Analisis data menggunakan SPSS 25. Hasil penelitian menunjukkan bahwa: (1) Promosi, harga, dan *Electronic Word of Mouth* secara simultan berpengaruh terhadap minat beli ulang pada *Scarlett Whitening Body Lotion*, (2) Promosi secara parsial tidak berpengaruh positif terhadap minat beli ulang pada *Scarlett Whitening Body Lotion*, (3) Harga secara parsial berpengaruh positif terhadap minat beli ulang pada *Scarlett Whitening Body Lotion*, (4) *Electronic Word of Mouth* secara parsial tidak berpengaruh positif terhadap minat beli ulang pada *Scarlett Whitening Body Lotion*.

Kata Kunci: Promosi, Harga, *Electronic Word of Mouth*, Minat Beli Ulang.

ABSTRACT
THE INFLUENCE OF PROMOTION, PRICE, AND ELECTRONIC WORD
OF MOUTH ON THE INTEREST IN REPURCHASING SCARLETT
WHITENING BODY LOTION
IN YOGYAKARTA CITY

Angela Prahastira
Sanata Dharma University
Yogyakarta
2024

This study aims to find out: (1) The effect of promotion, price, and Electronic Word of Mouth on the interest in repurchasing Scarlett Whitening Body Lotion. (2) The effect of promotion on the repurchase interest of Scarlett Whitening Body Lotion, (3) The effect of price on the repurchase interest of Scarlett Whitening Body Lotion, (4) The effect of Electronic Word of Mouth on the repurchase interest of Scarlett Whitening Body Lotion. The population in this study is people living in Yogyakarta City who are using and have bought Scarlett Whitening Body Lotion products using their own money (not endorsed, not given, and not asking) while the sample used for this study was 100 respondents. The sampling technique uses purposive sampling. Data analysis using SPSS 25. The research results show that: (1) Promotion, Price, and Electronic Word of Mouth simultaneously influence interest in repurchasing Scarlett Whitening Body Lotion, (2) Promotion partially has no positive influence on intention to repurchase Scarlett Whitening Body Lotion, (3) Price partially has a positive influence on interest in repurchasing Scarlett Whitening Body Lotion, (4) Electronic Word of Mouth partially has no positive influence on interest in repurchasing Scarlett Whitening Body Lotion.

Keywords: promotion, price, electronic word of mouth, repurchase interest.