

ABSTRAK

PENGARUH KUALITAS PELAYANAN, LOKASI, PROMOSI, DAN KELENGKAPAN PRODUK TERHADAP MINAT BELI ULANG KONSUMEN AGEN PENGISIAN GAS MEDIS DAN INDUSTRI NU-NA GAS

Christianto Daniel Adin Nugroho
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui pengaruh (1) kualitas pelayanan, (2) lokasi, (3) promosi, dan (4) kelengkapan produk terhadap minat beli ulang. Populasi dalam penelitian ini adalah konsumen agen gas medis dan industri Nu-Na Gas. Pengambilan sampel menggunakan teknik *non probability sampling* dengan *purposive sampling*, data yang didapatkan dari pembagian kuesioner kepada 96 responden. Teknik analisis data dalam penelitian ini adalah analisis korelasi dan analisis regresi linier berganda dengan menggunakan aplikasi IBM SPSS *Statistic* versi 25. Hasil dari penelitian ini adalah: (1) kualitas pelayanan berpengaruh terhadap minat beli ulang (2) lokasi tidak berpengaruh terhadap minat beli ulang (3) promosi berpengaruh terhadap minat beli ulang (4) kelengkapan produk berpengaruh terhadap minat beli ulang.

Kata Kunci: Kualitas Pelayanan, Lokasi, Promosi, kelengkapan produk, minat beli ulang

ABSTRACT

THE INFLUENCE OF SERVICE QUALITY, LOCATION, PROMOTION, AND PRODUCT COMPLETENESS ON CONSUMERS' REPURCHASE INTENTION OF NU-NA GAS MEDICAL AND INDUSTRIAL GAS FILLING AGENT CONSUMERS.

Christianto Daniel Adin Nugroho
Universitas Sanata Dharma
Yogyakarta
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This study aims to determine the influence of (1) service quality, (2) location, (3) promotion, and (4) product completeness on repurchase intention. The population in this study consists of customers of NU-Na Gas medical and industrial gas filling agents. The sampling was conducted using non-probability sampling technique with purposive sampling, the data were through obtained distribution of questionnaires to 96 respondents. The data analysis techniques employed in this study were correlation analysis and multiple linear regression analysis using IBM SPSS Statistics version 25 application. The results of this study are: (1) service quality influences repurchase intention, (2) location has no influence on repurchase intention, (3) promotion influences repurchase intention, and (4) product completeness influences repurchase intention.

Keywords: Service Quality, Location, Promotion, Product Completeness, Repurchase Intention