

ABSTRAK

**PENGARUH PROMOSI, KUALITAS PRODUK , DAN KUALITAS
PELAYAN TERHADAP MINAT BELI ULANG
(Studi Kasus Pada Konsumen Super Dazzle Gejayan Yogyakarta)**

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Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh secara simultan promosi, kualitas produk, dan kualitas pelayanan terhadap minat beli ulang. (2) Pengaruh promosi terhadap minat beli ulang. (3) Pengaruh kualitas produk terhadap minat beli ulang. (4) Pengaruh Kualitas pelayanan terhadap minat beli ulang. Teknik pengambilan sampel adalah *purposive sampling*. Responden sebanyak 100 orang dengan membagikan kuisioner. Analisis data menggunakan aplikasi *SPSS 27.0 for windows*. Hasil dari penelitian ini menunjukkan bahwa: (1) Promosi, kualitas produk, dan kualitas pelayanan berpengaruh secara simultan terhadap minat beli ulang. (2) Promosi tidak berpengaruh terhadap minat beli ulang. (3) kualitas produk berpengaruh terhadap minat beli ulang. (4) kualitas pelayanan berpengaruh terhadap minat beli ulang.

Kata kunci: Promosi, kualitas produk, kualitas pelayanan, minat beli ulang.

ABSTRACT

**THE INFLUENCE OF PROMOTION, PRODUCT QUALITY, AND
SERVICE QUALITY ON REPURCHASE INTENTION
(Case Study at Super Dazzle Gejayan Consumers in Yogyakarta)**

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This research aims to determine: (1) The simultaneous influence of promotion, product quality, and service quality on repurchase intention. (2) The influence of promotion on repurchase intention. (3) The influence of product quality on repurchase intention. (4) The influence of service quality on repurchase intention. The sampling technique used was purposive sampling. A total of 100 respondents participated in filling the questionnaires. Data analysis was conducted using SPSS 27.0 for Windows. The results of this study indicate that: (1) Promotion, product quality, and service quality simultaneously influenced repurchase intention. (2) Promotion did not influence repurchase intention. (3) Product quality influenced repurchase intention. (4) Service quality influenced repurchase intention.

Keywords: Promotion, Product Quality, Service Quality, Repurchase Intention.

