

ABSTRAK

PENGARUH PEMASARAN ONLINE, KUALITAS PRODUK, DAN HARGA TERHADAP MINAT BELI ULANG KONSUMEN SKINCARE WARDAH DI YOGYAKARTA

Grace Dwi Yunindha
Prodi Studi Manajemen Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh pemasaran *online*, kualitas produk, dan harga terhadap minat beli ulang konsumen *skincare* Wardah, (2) pengaruh pemasaran *online* terhadap minat beli ulang konsumen *skincare* Wardah, (3) kualitas produk terhadap minat beli ulang konsumen *skincare* Wardah, (4) pengaruh harga terhadap minat beli ulang konsumen *skincare* Wardah. Populasi dalam penelitian ini adalah mahasiswa yang ada Di Yogyakarta yang membeli dan menggunakan produk Wardah. Teknik pengambilan sampel menggunakan *purposive sampling*, dengan kriteria responden adalah mahasiswa yang berkuliah dan berdomisili Di Yogyakarta, pernah membeli minimal satu kali dan menggunakan produk Wardah dalam dua bulan terakhir, dan pernah melihat pemasaran *online* produk Wardah. Jumlah responden sebanyak 110 responden. Analisis data yang digunakan pada penelitian ini yaitu analisis regresi linear berganda, dengan bantuan aplikasi SPSS 25 dan *microsoft excel*. Hasil penelitian ini menunjukkan bahwa (1) pemasaran *online*, kualitas produk, dan harga berpengaruh secara simultan terhadap minat beli ulang *skincare* Wardah DI Yogyakarta, (2) pemasaran *online* berpengaruh secara parsial terhadap minat beli ulang *skincare* Wardah DI Yogyakarta, (3) kualitas produk tidak berpengaruh secara parsial terhadap minat beli ulang *skincare* Wardah DI Yogyakarta, (4) Harga tidak berpengaruh secara parsial terhadap minat beli ulang *skincare* Wardah DI Yogyakarta.

Kata Kunci: Pemasaran *Online*, kualitas produk, harga, minat beli ulang.

ABSTRACT
THE EFFECT OF ONLINE MARKETING, PRODUCT QUALITY, AND PRICE ON
REPURCHASE INTEREST OF WARDAH SKINCARE CONSUMERS IN
YOGYAKARTA

Grace Dwi Yunindha
Management Study Program Faculty of Economics
Sanata Dharma University
Yogyakarta
2025

This study aims to determine: (1) the influence of online marketing, product quality, and price on consumer repurchase interest of Wardah skincare, (2) the influence of online marketing on consumer repurchase interest of Wardah skincare, (3) product quality on consumer repurchase interest of Wardah skincare, (4) the influence of price on consumer repurchase interest of Wardah skincare. The population in this study were students in the Special Region of Yogyakarta who purchased and used Wardah products. The sampling technique used purposive sampling, with the criteria for respondents being students who studied and lived in the Special Region of Yogyakarta, had purchased at least once and used Wardah products in the last two months, and had seen online marketing of Wardah products. The number of respondents was 110 respondents. Data analysis used in this study was multiple linear regression analysis, with the help of SPSS 25 and Microsoft Excel applications. The results of this study indicate that (1) online marketing, product quality, and price have simultaneous effect on the interest in repurchasing Wardah skincare in Yogyakarta, (2) online marketing has partial effect on the interest in repurchasing Wardah skincare in Yogyakarta, (3) product quality does not have partial effect on the interest in repurchasing Wardah skincare in Yogyakarta, (4) Price does not have partial effect on the interest in repurchasing Wardah skincare in Yogyakarta.

Keywords: Online Marketing, product quality, price, repurchase interest