

ABSTRAK

**PENGARUH PROMOSI ONLINE, HARGA, KUALITAS PRODUK
TERHADAP MINAT BELI ULANG SEPEDA LISTRIK DENGAN
CITRA MEREK SEBAGAI VARIABEL MEDIASI
Studi pada Pengguna Sepeda Listrik di Kota Yogyakarta**

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Penelitian ini bertujuan untuk mengetahui : (1) pengaruh secara langsung *promosi online* terhadap minat beli ulang sepeda Listrik; (2) pengaruh secara langsung harga terhadap minat beli ulang sepeda Listrik; (3) pengaruh secara langsung kualitas produk terhadap minat beli ulang sepeda Listrik; (4) pengaruh *promosi online* terhadap minat beli ulang sepeda Listrik dengan dimediasi oleh citra merek; (5) pengaruh harga terhadap minat beli ulang sepeda listrik dengan dimediasi oleh citra merek; (6) pengaruh kualitas produk terhadap minat beli ulang sepeda Listrik dengan dimediasi oleh citra merek. Penelitian ini akan dilakukan di wilayah Kota Yogyakarta dengan sampel sebanyak 120 responden yang dipilih berdasarkan teknik *purposive sampling*. Data pada penelitian dikumpulkan melalui kuesioner atau angket penelitian. Analisis data dilakukan menggunakan *Structural Equation Modeling* (SEM) dengan pendekatan *Partial Least Square* (PLS) dengan bantuan perangkat lunak Smart PLS. Hasil penelitian menunjukkan bahwa: (1) terdapat pengaruh yang signifikan antara *promosi online* terhadap minat beli ulang sepeda listrik; (2) tidak terdapat pengaruh yang signifikan antara harga terhadap minat beli ulang sepeda listrik; (3) terdapat pengaruh yang signifikan antara kualitas produk terhadap minat beli ulang sepeda listrik; (4) tidak terdapat pengaruh yang signifikan antara *promosi online* terhadap minat beli ulang sepeda listrik; (5) tidak terdapat pengaruh yang signifikan antara harga terhadap minat beli ulang sepeda listrik dengan dimediasi oleh citra merek; (6) terdapat pengaruh yang signifikan antara kualitas produk terhadap minat beli ulang sepeda listrik dengan dimediasi oleh citra merek.

Kata Kunci: Promosi Online, Harga, Kualitas Produk, Citra Merek, Minat Beli Ulang, Sepeda Listrik.

ABSTRACT

**THE EFFECT OF ONLINE PROMOTIONS, PRICE, AND
PRODUCT QUALITY ON THE INTENTION TO REPURCHASE
ELECTRIC BICYCLES, WITH BRAND IMAGE AS A
MEDIATING VARIABLE**

A Studi of Electric Bicycle Users in Yogyakarta

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This studi aims to determine: (1) the direct effect of online promotion on the repurchase intention of electric bicycles; (2) the direct effect of price on the repurchase intention of electric bicycles; (3) the direct effect of product quality on the repurchase intention of electric bicycles; (4) the effect of online promotion on the repurchase intention of electric bicycles mediated by brand image; (5) the effect of price on the repurchase intention of electric bicycles mediated by brand image; (6) the effect of product quality on the repurchase intention of electric bicycles mediated by brand image. This studi will be conducted in the city of Yogyakarta with a sample of 120 respondents selected using purposive sampling. Data for the studi were collected through a questionnaire. Data analysis was performed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach using Smart PLS software. The results of the studi indicate that: (1) there is a significant effect of online promotions on the intention to repurchase electric bicycles; (2) there is no significant effect of price on the intention to repurchase electric bicycles; (3) there is a significant effect of product quality on the intention to repurchase electric bicycles; (4) there is no significant effect of online promotions on the intention to repurchase electric bicycles; (5) there is no significant effect of price on the repurchase intention of electric bicycles mediated by brand image; (6) there is a significant effect of product quality on the repurchase intention of electric bicycles mediated by brand image.

Keywords: Online Promotion, Price, Product Quality, Brand Image, Repurchase Intention, Electric Bicycles