

ABSTRAK
PENGARUH SIKAP DAN NORMA SUBYEKTIF PADA MINAT
MEMBELI ULANG di CENTRO DEPARTEMENT STORE
YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh evaluasi atas kualitas pada sikap konsumen; 2) pengaruh keyakinan normatif pada sikap konsumen; 3) pengaruh motivasi untuk menuruti referen pada sikap konsumen; dan 4) pengaruh sikap terhadap minat membeli ulang di Centro Department Store Yogyakarta.

Penelitian dilakukan di Centro Department Store Yogyakarta. Populasi penelitian ini adalah seluruh konsumen Centro Department Yogyakarta, yang telah berusia lebih dari 17 tahun. Sampel diambil sejumlah 100 responden dengan *purposive sampling*. Pengumpulan data dilakukan dengan menggunakan kuesioner. Teknik analisis data yang dipergunakan dalam penelitian ini adalah regresi linier berganda dan regresi linier sederhana.

Hasil penelitian diperoleh : 1) evaluasi atas kualitas berpengaruh positif dan signifikan pada sikap terhadap Centro Department Store Yogyakarta; 2) keyakinan normatif berpengaruh positif dan signifikan pada sikap terhadap Centro Department Store Yogyakarta; 3) motivasi untuk menuruti referen tidak berpengaruh pada sikap terhadap Centro Department Store Yogyakarta; dan 4) sikap terhadap Centro Department Store Yogyakarta berpengaruh positif dan signifikan pada minat membeli ulang.

Kata Kunci : Sikap konsumen, Norma subyektif, Minat membeli Ulang.

ABSTRACT

THE INFLUENCE OF ATTITUDE AND SUBJECTIVE NORMS IN THE INTERESTS OF REPURCHASE AT CENTRO DEPARTMENT STORE YOGYAKARTA

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The study aims to find out: 1) the influence of quality evaluation on consumer attitudes; 2) the influence of normative beliefs on consumer attitudes; 3) the influence of motivation to obey referents on consumer attitudes; and 4) the influence of attitudes towards interest in repurchasing at Centro Department Store Yogyakarta.

The study is conducted at Centro Department Store Yogyakarta. The population of this research is all consumers of Centro Department of Yogyakarta, especially those who are 17 years old and above. There are 100 respondents with purposive sampling as the sampling technique of to this study. The data collection is conducted using questionnaires. The techniques of data analysis used in this research are multiple linear regression and simple linear regression.

The study found that: 1) quality evaluation positively and significantly influenced attitudes toward Centro Department Store Yogyakarta; 2) the normative beliefs significantly and positively influenced attitudes towards Centro Department Store Yogyakarta; 3) the motivation to obey referents did not influence attitudes toward Centro Department Store Yogyakarta; and 4) the attitudes towards Centro Department Store Yogyakarta positively and significantly influenced the interest to repurchase.

Keywords: consumer attitude, subjective norm, interest of repurchase.

