

ABSTRAK

PENGARUH STRATEGI SEGMENTASI, TARGETING, DAN POSITIONING TERHADAP MINAT BELI ULANG KONSUMEN UNTUK PRODUK SALAD NYOO YOGYAKARTA

Krismona Aprida
Universitas Sanata Dharma
Yogyakarta
2020

Penelitian ini bertujuan untuk mengetahui: a. pengaruh secara simultan segmentasi, targeting, dan positioning terhadap minat beli ulang; b. pengaruh secara parsial segmentasi terhadap minat beli ulang; c. pengaruh secara parsial targeting terhadap minat beli ulang; d. pengaruh secara parsial positioning terhadap minat beli ulang. Populasi dalam penelitian ini adalah seluruh konsumen Salad Nyoo Yogyakarta. Teknik pengambilan sampel menggunakan purposive sampling, data diperoleh dengan membagikan link kuesioner ke media sosial (instagram, whatsapp) dengan jumlah 122 responden. Teknik analisis data dalam penelitian ini adalah analisis deskriptif. Teknik pengolahan data menggunakan aplikasi SPSS 23. Hasil penelitian menunjukkan bahwa: a. segmentasi, targeting, dan positioning secara simultan berpengaruh terhadap minat beli ulang; b. segmentasi secara parsial tidak mempengaruhi minat beli ulang; c. targeting secara parsial tidak mempengaruhi minat beli ulang, d. positioning secara parsial berpengaruh terhadap minat beli ulang produk Salad Nyoo.

Kata kunci: segmentasi, targeting, positioning, minat beli ulang

ABSTRACT**THE INFLUENCE OF SEGMENTATION, TARGETING, AND POSITIONING STRATEGY ON CONSUMERS' REPURCHASE INTEREST FOR THE PRODUCTS OF SALAD NYOO YOGYAKARTA**

Krismona Aprida
Sanata Dharma University
Yogyakarta
2020

This study aims to determine: a. the simultaneous influence of segmentation, targeting and positioning strategy on repurchase interest; b. the influence of segmentation on repurchase interest; c. the influence of targeting on repurchase interest; d. the influence of positioning on repurchase interest. The population in this study was all consumers of Salad Nyoo Yogyakarta. The sampling technique used for this study was purposive sampling. Data were collected by distributing a questionnaire link through social media such as Instagram, WhatsApp to a total of 122 respondents. The data analysis technique in this research was descriptive. The data were processed with SPSS 23 application. The study results showed that: a. segmentation, targeting, and positioning simultaneously influenced consumers' repurchase interest; b. segmentation did not partially influence consumers' repurchase interest; c. targeting partially did not influence consumers' repurchase interest, d. positioning partially influenced consumers' repurchase interest.

Keywords: segmentation, targeting, positioning, repurchase interest

