

ABSTRAK

Nirmala Sari,2024.Pengaruh Harga, Kualitas Produk Dan Promosi Terhadap Keputusan Pembelian Ulang Pada Online Shop Goo Shoppingg.pembimbing utama E Ida Hidayanti dan pembimbing pendamping Johan Fahri.

Penelitian ini bertujuan untuk menganalisis dan mengetahui (1) Pengaruh harga terhadap keputusan pembelian ulang pada online shop goo shoppingg, (2) pengaruh kualitas produk terhadap keputusan pembelian ulang pada online shop goo shoppingg dan (3) pengaruh promosi terhadap keputusan pembelian ulang pada online shop goo shoppingg. Jumlah sampel penelitian ini adalah 95 konsumen yang sudah berbelanja di online shop goo shoppingg. Alat uji analisis menggunakan SPSS. Hasil penelitian ini menunjukkan bahwa: (1) harga berpengaruh signifikan terhadap keputusan pembelian ulang pada online shop goo shoppingg; (2) kualitas produk berpengaruh dan signifikan terhadap keputusan pembelian ulang pada online shop goo shoppingg; (3) promosi berpengaruh tidak signifikan terhadap keputusan pembelian ulang pada online shop goo shoppingg.

Kata Kunci: Keputusan Pembelian Ulang , Harga, Kualitas Produk Dan Promosi.

ABSTRACT

Nirmala Sari 2024, The Influence Of Price, Product Quality And Promotion On Repurchase Decisions At The Goo Shoppingg Online Shop. supervisor E Ida Hidayanti, co supervisor Johan Fahri.

This research aims to analyze and determine (1) the influence of price on repurchase decisions at the Goo Shoppingg online shop, (2) the influence of product quality on the repurchase decision at the Goo Shoppingg online shop and (3) the influence of promotions on the repurchase decision at the online shop goo shoppingg. The sample size for this research was 95 consumers who had shopped at the online shop Goo Shopping. Analysis test tool using SPSS. The results of this research show that: (1) price has a significant effect on repurchase decisions at the online shop goo shoppingg; (2) product quality has a significant and influential effect on repurchase decisions at the Goo Shopping online shop; (3) promotions have no significant effect on repurchase decisions at the Goo Shopping online shop.

Keywords: Repurchase Decision, Price, Product Quality and Promotion