

ABSTRAK

PENGARUH CITRA JENAMA DAN HARGA PADA MINAT BELI ULANG DI LOKAPASAR SHOPEE DAN TOKOPEDIA

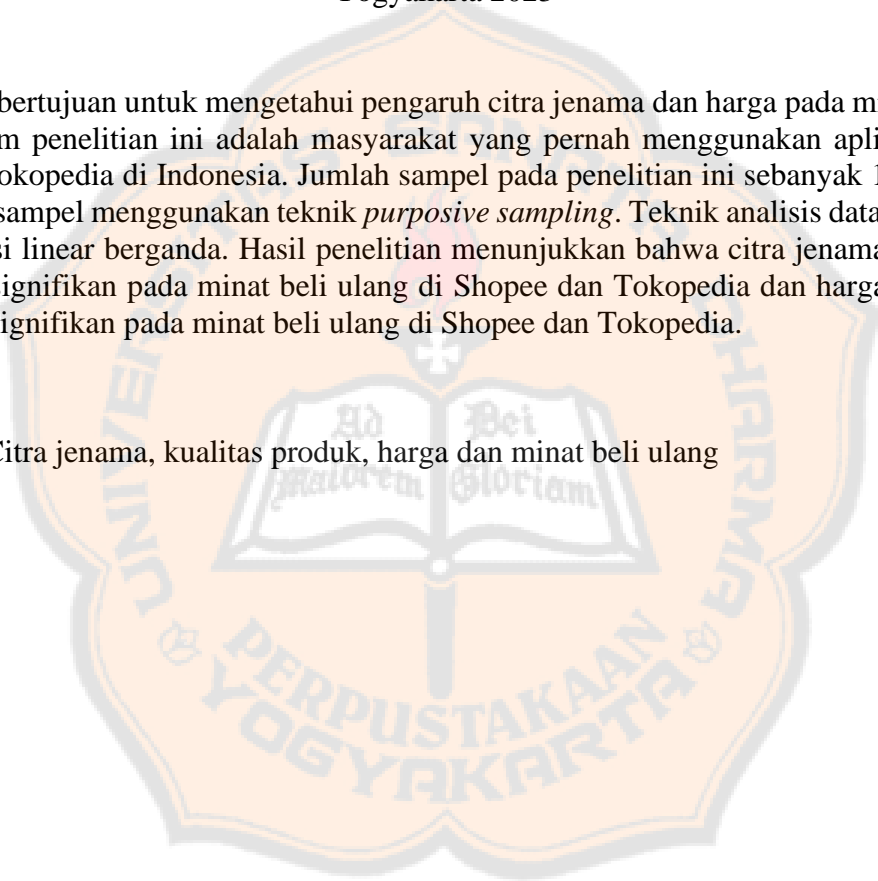
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Penelitian ini bertujuan untuk mengetahui pengaruh citra jenama dan harga pada minat beli ulang. Populasi dalam penelitian ini adalah masyarakat yang pernah menggunakan aplikasi lokapasar Shopee dan Tokopedia di Indonesia. Jumlah sampel pada penelitian ini sebanyak 104 responden. Pengambilan sampel menggunakan teknik *purposive sampling*. Teknik analisis data menggunakan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa citra jenama secara positif berpengaruh signifikan pada minat beli ulang di Shopee dan Tokopedia dan harga secara positif berpengaruh signifikan pada minat beli ulang di Shopee dan Tokopedia.

Kata Kunci: Citra jenama, kualitas produk, harga dan minat beli ulang



ABSTRACT

THE INFLUENCE OF BRAND IMAGE AND PRICE ON REPURCHASE INTEREST IN SHOPEE AND TOKOPEDIA MARKETPLACES

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This study aims to determine the effect of brand image and price on repurchase interest. The population in this study are people who have used the Shopee and Tokopedia marketplace applications in Indonesia. The number of samples in this study were 104 respondents. The sample members were taken using purposive sampling technique. The data were analyzed using multiple linear regression analysis. The results showed that brand image has a significant positive effect on repurchase interest at Shopee and Tokopedia and price has a significant positive effect on repurchase interest at Shopee and Tokopedia.

Keywords: Brand image, product quality, price and repurchase intention

