

ABSTRAK

PENGARUH HARGA, EKUITAS MEREK DAN DESAIN PRODUK TERHADAP MINAT BELI ULANG SEPATU VANS

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Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh harga, ekuitas merek dan desain produk secara simultan terhadap minat beli ulang sepatu Vans, (2) Pengaruh harga terhadap minat beli ulang sepatu Vans, (3) Pengaruh ekuitas merek terhadap minat beli ulang sepatu Vans, (4) Pengaruh desain produk minat beli ulang sepatu Vans. Penelitian ini merupakan penelitian eksplanatori yang dilaksanakan di kampus Sanata Dharma Yogyakarta pada bulan Februari-Juni 2023. Teknik pengambilan sampel menggunakan teknik *non probability* jenis *purposive sampling*. Populasi dalam penelitian ini adalah mahasiswa Sanata Dharma, dan jumlah sampel yang digunakan sebanyak 106 responden. Data diperoleh dengan membagikan kuesioner tentang Harga, Ekuitas Merek, Desain Produk dan Minat Beli Ulang Sepatu Vans kepada responden. Teknik analisis data yang digunakan pada penelitian ini untuk menguji hipotesis digunakan analisis regresi linier berganda dengan menggunakan aplikasi *IBM SPSS Statistic 23* dan hasil penelitian menunjukkan bahwa : (1) harga, ekuitas merek dan desain produk secara bersama-sama berpengaruh signifikan terhadap minat beli ulang sepatu Vans, (2) harga berpengaruh signifikan terhadap terhadap minat beli ulang sepatu Vans, (3) ekuitas merek berpengaruh signifikan terhadap terhadap minat beli ulang sepatu Vans, (4) desain produk berpengaruh signifikan terhadap minat beli ulang sepatu Vans.

Kata kunci: Harga, Ekuitas Merek, Desain Produk, Minat Beli.

ABSTRACT

THE EFFECT OF PRICE, BRAND EQUITY AND PRODUCT DESIGN ON REPURCHASE INTENTION OF VANS SHOES

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This study aims to determine: (1) The simultaneous effect of price, brand equity and product design on repurchase intention of Vans shoes, (2) The effect of price on repurchase intention of Vans shoes, (3) The effect of brand equity price on repurchase intention of Vans shoes, (4) The Effect of product design on repurchasing intention of Vans shoes. This research is an explanatory research conducted at the Sanata Dharma campus, Yogyakarta in February-June 2023. The sampling technique uses non-probability technique with purposive sampling type. The population in this study were Sanata Dharma students, and the number of sample used was 106 respondents. The data were obtained by distributing questionnaires about price, brand equity, product design repurchase intention of Vans shoes to the respondents. The data analysis technique used in this study to test the hypothesis used multiple linear regression analysis using the IBM SPSS Statistics 23 application and the results showed that: (1) Repurchase price, brand equity and product design simultaneously have a significant effect on the repurchase intention Vans shoes, (2) price has a significant effect on repurchase intention of Vans shoes, (3) brand equity has a significant effect on repurchase intention of Vans shoes, (4) product design has a significant effect on repurchase intention of Vans shoes.

Keywords: Price, Brand Equity, Product Design, Repurchase Intention.